

SEO CHECKLIST



skillfulantics

Step 01 (SEO Basics)

- Setup Google Search Console & Google Webmaster Tools
- Setup Google Analytics
- Install Yoast SEO For WordPress
- Generate & Submit Sitemap (using Yoast SEO & Google Search Console)
- Confirm Website Is Indexed

Step 02 (Technical)

- Confirm Website Is Mobile Friendly
- Check Website Page Speed
- Identify & Fix Broken Links
- Add Redirects to Broken Links
- Confirm Website Is Using SSL Certificate
- Confirm Website Is Using SEO-Friendly URL Structure (Permalinks)

Step 03 (On-Page SEO)

- Confirm Individual Titles On Each Page
- Confirm Page Descriptions
- Confirm One H1 Is Used On Each Page & H2, H3, etc. Structure Is Correct
- Optimize All Images For SEO
- Confirm Appropriate Number Of Keywords Are Used On Each Page
- Update Outdated Content

Step 04 (Off-Page SEO)

- Analyze Your Competitors
- Create Blogs & Articles Targeting Competitors Broken Links
- Update (Or Claim) Google Business Profile
- Claim Online Directories
- Update & Optimize Social Media Sites