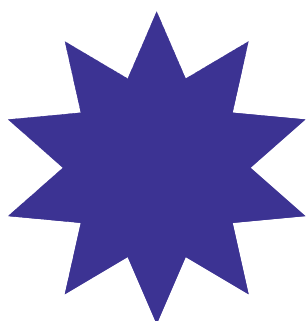




SEO CHECKLIST

Maximize your website's search engine visibility and performance with our all-in-one SEO checklist.

BASIC SEO

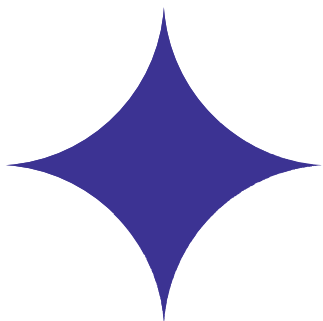


- Set up accounts for Google Search Console and Google Analytics
- Install and configure any third party SEO plugins
- Generate and submit a sitemap to Google and Bing
- Create a Robots.txt file
- Check Google Search Console for performance and opportunities
- Optimize page title tags and meta descriptions to improve click-through rates and search visibility

TECHNICAL SEO

- Use the "Inspect URL" tool in Google Search Console to review individual site pages
- Test and optimize your website's loading speed
- Verify that your site is secured with HTTPS
- Locate and resolve crawl errors reported in Google Search Console
- Review and validate canonical tags for proper indexing
- Ensure there are no duplicate versions of your site (e.g., with/without www or HTTP/HTTPS)
- Detect and repair any broken internal or external links
- Analyze your site's page depth and streamline navigation
- Identify orphaned pages and link them appropriately within your site
- Implement structured data (schema markup) to enhance search appearance

KEYWORD RESEARCH



- Identify key competitors in your niche
- Perform a keyword gap analysis to uncover missed opportunities
- Discover high-converting "money" keywords for your business
- Find long-tail variations of your core keywords
- Research purchase-intent (buying) question keywords
- Analyze top-ranking pages in your target search results
- Build a strategic keyword map for your site structure
- Use Google Search Console and SEO tools to prioritize keywords by search volume and relevance

CONTENT SEO

Content SEO is all about crafting high-quality, relevant content that engages your website's target audience and ranks in search engines.

ON-PAGE SEO

- Optimize website images for SEO (alt text, file names, and compression)
- Identify and fix keyword cannibalization issues
- Update outdated content to maintain accuracy and rankings
- Enhance your content's readability for better user engagement
- Refine title tags, meta descriptions, and on-page content for SEO
- Improve topic clusters and internal linking to boost conversions and site flow

OFF-PAGE SEO

- Conduct link intersect analysis
- Turn any unlinked mentions into backlinks
- Set up and optimize social media profiles
- Build and audit local business citations across directories to boost local search visibility
- Set up and optimize your Google Business Profile
- Analyze competitors and their link profiles
- Use "Skyscraper Technique" to improve top-performing content and promoting your version to earn more backlinks and traffic

DIGITAL PR & OUTREACH

White Hat Backlink Building
Digital PR Campaigns & Press Releases
Competitor Backlink Targeting
Blogger Outreach & Niche Edits (Link Insertions)

HARO & Journalist Outreach
Link Reclamation
Content Syndication
Sponsorship & Scholarship Links