

# SEO Checklist

A practical, step-by-step SEO checklist to improve visibility, rankings, and long-term performance.

## 1) SEO Basics

- Website loads using HTTPS with a valid SSL certificate
- Only one preferred domain is indexed (www or non-www)
- No staging, test, or duplicate versions are publicly accessible
- Site is mobile-friendly and usable on small screens

## 2) Keyword & Content Foundations

- Primary keyword defined for each important page
- Keywords match real search intent, not just traffic volume
- Pages have clear topics and are not competing with each other
- Content answers common customer questions clearly

## 3) On-Page Optimization

- Unique page titles and meta descriptions are set
- Headings (H1, H2, H3) are structured and readable
- Images use descriptive alt text
- Internal links connect related pages naturally

## 4) Technical SEO

- Pages load quickly and pass basic performance checks
- XML sitemap exists and is accessible
- Robots.txt is present and not blocking important pages
- Broken links and 404 errors are fixed

## 5) Local SEO (If Applicable)

- Google Business Profile is claimed and verified
- Business name, address, and phone number are consistent
- Service areas and categories are correctly set

- Local landing pages exist when targeting multiple locations

## 6) Authority & Trust

- Quality backlinks exist from relevant websites
- Business listings are consistent across directories
- Reviews are monitored and responded to
- No spammy or low-quality links are present

## 7) Tracking & Measurement

- Google Analytics or equivalent tracking is installed
- Search Console is verified and monitored
- Keyword rankings are tracked over time
- SEO progress is reviewed monthly

## 8) Ongoing Improvements

- Content is updated regularly
- New pages are created based on keyword research
- Competitors are reviewed periodically
- SEO strategy is adjusted based on results

Tip: SEO is cumulative. Small, consistent improvements outperform short-term tactics.