



# Complete SEO Checklist



## Website Launch

- ☐ Use HTTPS protocol
- ☐ Set one of your domain names as canonical
- ☐ Choose an SEO-friendly content management system
- ☐ Set up online analytics tools
- ☐ Plan your website structure

## Keyword Research

- ☐ Find your top ranking keywords
- ☐ Identify your organic competitors
- ☐ Research keywords
- ☐ Choose the most profitable keywords
- ☐ Map keywords to content

## On-Page & Content Optimization

- ☐ Rewrite too long or missing titles
- ☐ Optimize meta descriptions
- ☐ Optimize the main content
- ☐ Add optimized images
- ☐ Add structured data
- ☐ Work on E-A-T

## Technical SEO

- ☐ Check indexing and crawlability with robots.txt and sitemap
- ☐ Set up custom 404 page
- ☐ Find technical errors that waste your crawl budget (long redirects, broken links)
- ☐ Fix duplicate content
- ☐ Check site speed and page experience
- ☐ Detect uncrawlable elements
- ☐ Check mobile-friendliness

## Link-Building & PR Outreach

- ☐ Fix spam issues
- ☐ Get more backlinks
- ☐ Optimize your social media pages
- ☐ Identify best-performing posts on social media
- ☐ Leverage social media signals with social listening tools

## Local SEO

- ☐ Track organic search rankings by geolocation
- ☐ Complete Google Business Profile
- ☐ Implement local schema markup
- ☐ Implement hreflang tags to serve the right language version (for global businesses)
- ☐ Build local citations
- ☐ Run advertising campaigns
- ☐ Optimize for relevant platforms (e.g. Amazon, Shopify, YouTube)

## SEO KPI tracking

- ☐ Track your rankings and visibility
- ☐ Track SEO goals for landing pages with Google Analytics
- ☐ Improve behavior signals on your site
- ☐ Publish cookie policy

