

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