



## Tasks



## SEO Checklist



Foundational Checklist



On-Page SEO



User Experience



Local SEO



Off-Page SEO



## Tasks



## SEO Foundation Checklist



Have Website Build on A Solid CMS (We Recommend WordPress)



Set Up Google Tag Manager



Set Up Google Analytics



Set Up Google Search Console



Register Domain for 5 years



Check & Fix 404 Errors



Install SSL for https



Create Sitemap & Submit it to Google Search Console



Fix Missing & Duplicate Meta Titles and Descriptions



Install Schema into Head Code



Setup Website Security



Setup Uptime Monitoring



Setup Automatic Backups



## Tasks



## On-Page SEO Checklist



Check the Target Keyword Matches User Intent



Set an Enticing, yet SEO-Oriented Meta Title



Have the target keyword in URL, Title and Heading



Use Focus Keyword in 1st Paragraph



Use a Single H1 on Each Page



Write a Compelling Meta Description



Have page content anywhere from 500-1,000 words or more



Use Subheadings for Content Hierarchy



Format and Style the Content Properly



Link to Relevant Inner Pages



Link out to relevant, authoritative websites



Never Link to a Page/Website with the Same Anchor the Current Page is Targeting



Name Your Images Properly



Set Images Alt Text



## Tasks



## Optimal User Experience Checklist



Write for People, not for Search Engines



Have Essential Pages (About, Contact, Privacy Policy, TOS, & etc)



Make Sure Website Is Mobile Responsive



Grammar & Spellchecked Content



Fast Loading Website



Check & Fix 404 Errors



Cross Browser Testing (Chrome, Firefox, Safari, Edge)



Keep Pages at Maximum 3 Clicks from Reach



Check for Pretty Permalinks



All external link open in new window



Make it Easy to Share Your Content



## Tasks



## Local SEO Checklist



Claim your Google My Business Listing



Optimize Listings



Reply to Reviews



Publish Google Posts



Check for Site-wide NAP Details



Have Consistent NAP Details Across the Site



Have Consistent NAP Details on Listings & Social Networks



Manually Claim Major Directory Listings (Yelp, Bing Places, etc)



Get on General Relevant Directories



Get on Niche-specific Directories



Blog on Local Topics (Event, Activities, Locations, etc)



## Tasks



## Off-Page SEO Checklist



Setup Keyword Rank Tracking



Create Full Offpage Analysis and Competitor Research



Blog Posting



Claim Your Brand on Multiple Social Networks



Web2.0 Account Creation



Social Sharing Account Creation



Video Account Creation/Submission



Photo Sharing



PDF Sharing



Press Release



Reputation Management



Monitoring



Outreach Linkbuilding

**Wanna take your Business to the Next Level?**

***[blackstormdesign.com/nextlevel](https://blackstormdesign.com/nextlevel)***