



## SEO Checklist

0/5 completed

✓ Task

- Foundational Checklist
- On-Page SEO
- User Experience
- Local SEO
- Off-Page SEO

## SEO Foundation Checklist

0/13 completed

✓ Task

- 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 and Duplicate Meta Titles and Descriptions
- Install Schema into Head Code
- Setup Website Security
- Setup Uptime Monitoring
- Setup Automatic Backups

## On-Page SEO Checklist

0/14 completed

✓ Task

- 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

## Optimal User Experience Checklist

0/10 completed

✓ Task

- 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

## Local SEO Checklist

0/11 completed

✓ Task

- 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 (Events, Activities, Locations, etc)

## Off-Page SEO Checklist

0/13 completed

✓ Task

- 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