

## THE ULTIMATE SEO CHECKLIST

This is the ultimate SEO checklist for website owners. If you are looking for a comprehensive checklist to follow and optimize your website for Google, then this list is for you.

**How to use this checklist?** The best way is to print it and start working through the items one-by-one.

When you do this the first time don't try and fix things, go through the whole list first and group items into:

- Completed: You already done this.
- In-review: You need more information about this before making a decision if this is something you need to implement on your website or not.
- Pending: You know that this needs to be done but it's not completed yet.
- In-Progress: You already started working on this.

Create a plan and specify when you plan to work on all items that are in-review or pending.

My recommendation is not to skip any item, even if it seems not so important. When it comes to SEO, sometimes it's a lot of small things together that can make a difference in your Google rankings.

**Tip:** *Everything that is included in the list below (and much more) is explained in detail in [The Complete SEO Course](#), so if you are in doubt on how to implement something or want more information, check it out.*

## TECHNICAL SEO CHECKLIST

*Help Google and other search engines find your content*

- Add and verify all your website variations with the Google Search Console
- Check your permalink structure and make your URLs SEO Friendly
- Set your preferred domain in Google Search Console and WordPress
- Install SSL and make sure that your website is https
- Check the 'Blocked Resources' report in Google search console and ensure that Search Engines can access all website resources without blockings
- Check 'Fetch as Google option' in Search Console
- Check and optimize your 'robots.txt' file
- Check WordPress visibility settings
- Check your comment settings and make sure that all comment links are 'nofollow'
- Optimize your menu and site structure
- Create and optimize an XML Sitemap
- Check for sitemap errors in Google search Console
- Add structured data markup data to your homepage (website + organization, person or local business)
- Add relevant structured data markup to your articles or products
- Test your schema markup implementation using the 'Google Structured Data Testing Tool'.
- Enable breadcrumb menus on all your posts and pages
- Check that your schema implementation for breadcrumbs is correct
- Check that all your pages define a canonical URL
- Implement hreflang if your website is available in more than one languages
- Use pagination SEO for multi-page posts

## ON-PAGE SEO CHECKLIST

*Help Search engines and users understand your content.*

- Optimize your logo (name, alt text schema and size)
- Optimize the page titles of all website pages including the homepage
- Optimize the meta description tag of all website pages including the homepage
- Check how your website looks when you search for your brand name in Google (search result snippet) and optimize your site structure for sitelinks.
- Check and optimize the H1 tag for all websites pages including the homepage
- Check for proper usage of subheadings (needs to be in a hierarchical structure)
- Revise your internal linking strategy to ensure that they comply to best practices.
- Revise your external linking strategy and give credit to other high quality websites.

- Create content that satisfies the user intent
- Perform keyword research and enrich your content with long tail keywords and LSI keywords.
- Make sure that your target keyword is included in your opening paragraph
- Add text content to accompany non-text content
- Create long-form content
- Beautify your content (formatting and styling) and make it easy to read
- Optimize your images (file size, ALT text, caption below images)
- Create dedicated image sitemap and submit to Google
- Optimize your videos and other multimedia elements (with proper schemas)
- Create dedicated Video sitemap and submit to Google
- Optimize titles / description / content for your category pages
- Review 'tag' usage and noindex them if not needed
- Optimize candidate posts for Google's featured snippets.

## OFF-PAGE SEO CHECKLIST

*Promote your website to get more links and increase your rankings*

- Understand the difference between a good link and a bad link
- Understand the difference between white hat and black hat link building
- Understand the difference between normal links and 'nofollow' links
- Learn how to start link building for a new website
- Learn how to do link building for an established website
- Create a list of websites you can potentially get a link
- Understand how to use social media for link building purposes
- Read more about retargeting and how to use this for link building
- Understand how to email other bloggers asking for links (blogger outreach)
- Learn what is the best way to get incoming links from premium websites
- Regularly review your link profile to identify and remove bad links
- Use the Google disavow tool (when necessary) to get rid of bad links from your link profile

## LOCAL SEO CHECKLIST

*Get found for location aware searches and get more people visiting your brick and mortar store.*

- Optimize your logo (include your brand name and location in the alt text)
- Work on your titles, descriptions and URLs and make sure that they include your brand name and business location
- Add NAP (Name, Address, Phone Number) on the home page

- Add NAP (Name, Address, Phone Number) on the rest of the website pages (footer is a good place for this)
- Make sure that NAP information is consistent across all channels (website, Facebook, local directories, Google+, etc.)
- Add a Google map in the contact information page
- Register your company with Google My Business
- Register with Yahoo! Aabaco Small Business
- Use Schema (structured data markup) to give more information about your local business to Google
- Register your website with Bing Places for Business
- Register Your Business with Local directories
- Create a Local business page on Facebook
- Register your business with Yelp for Business Owners
- Register with Foursquare for Business
- Encourage and reply to every single review on all platforms
- Seek mentions (links) from local press
- Get Links from high quality websites
- Optimize your website for mobile
- Start a blog and publish content related to your local area
- Engage on Facebook, Google My Business, Twitter, Pinterest and YouTube

## MOBILE SEO CHECKLIST

*Get your website ready for Google's 'Mobile First Index'.*

- Make sure that your website passes the Google mobile friendly test
- Check your mobile speed using Google's mobile speed test tool.
- Test your mobile website on different resolutions using the Chrome Device Emulator
- Make sure that your URLs, titles, descriptions and content are the same as desktop
- Check 'Fetch as Google' (mobile crawler) and ensure that Google can access your mobile pages without any problems
- Avoid using popups on mobile
- Check that your CTA on mobile are visible and easy to access
- Consider adding Accelerated Mobile Pages support for your blog pages
- Add Google Analytics support for AMP
- Add schema support for AMP Pages
- Check your AMP Implementation using the Google Structured Data Testing Tool