



reval
creative

The Ultimate SEO Checklist

for entrepreneurs who want to rank organically
and decrease their need for ad spend

Let's start here!

In the ever-evolving landscape of digital marketing, search engine optimization (SEO) remains a foundational pillar for ensuring online visibility, driving organic traffic, and achieving higher search engine rankings. As businesses strive to connect with their target audiences in an increasingly competitive online arena, the need for a structured and effective approach to SEO has become paramount. This is where an SEO checklist steps in – a comprehensive guide that outlines essential tasks, strategies, and best practices to optimize a website's performance and enhance its visibility in search engine results.



An SEO checklist serves as a roadmap for marketers, webmasters, and content creators, offering a systematic framework to address critical aspects of website optimization. From technical enhancements and content optimization to link building and user experience improvements, an SEO checklist acts as a toolkit to ensure that no stone is left unturned in the pursuit of achieving higher search engine rankings and organic traffic growth.

HOW TO USE THIS CHECKLIST?

The importance of an SEO checklist cannot be overstated. It acts as a guiding beacon in the ever-changing landscape of search engine algorithms and ranking factors. By following a meticulously crafted checklist, businesses can achieve several key objectives:

PEAK OPTIMIZATION

An SEO checklist compels you to cover all crucial aspects of optimization, from technical issues to content quality, ensuring a well-rounded approach that leaves no room for oversight.

STAYING CURRENT

Search engines are constantly evolving, and what worked yesterday may not work today. An SEO checklist keeps you updated with the latest best practices and algorithm updates, ensuring that your strategies remain effective.

SEO EFFICIENCY

By having a structured checklist in place, you streamline your optimization efforts. This not only saves time but also ensures that resources are allocated effectively to areas that yield the most significant impact.

PROGRESS TRACKING

An SEO checklist provides a measurable framework to track progress and monitor the effectiveness of your optimization strategies. This helps you identify what's working and what needs adjustments.

This checklist serves as your compass, guiding you through the intricate world of optimization and helping you navigate the complexities of modern search engine rankings. As we delve deeper into the intricacies of this checklist, we'll uncover the core components that make up a robust SEO strategy, equipping you with the tools needed to propel your website to the forefront of search engine results and connect with your target audience effectively.

YES / NO

SEO CHECKLIST

AS YOU READ EACH QUESTION, SIMPLY TICK "YES" IF YOU AGREE OR "NO" IF YOU DISAGREE WITH THE STATEMENT.

DETERMINING KEYWORDS

-
- | | | | |
|----|---|---------------------------------|--------------------------------|
| 01 | HAVE YOU DETERMINED YOUR TARGET AUDIENCE? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|---|---------------------------------|--------------------------------|
-
- | | | | |
|----|--|---------------------------------|--------------------------------|
| 02 | WHAT DOES YOUR TARGET AUDIENCE SEARCH FOR? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|--|---------------------------------|--------------------------------|
-
- | | | | |
|----|---|---------------------------------|--------------------------------|
| 03 | DID YOU IDENTIFY A LIST OF KEYWORDS THAT YOUR TARGET AUDIENCE WOULD SEARCH? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|---|---------------------------------|--------------------------------|
-
- | | | | |
|----|--|---------------------------------|--------------------------------|
| 04 | DO YOU HAVE ONE KEYWORD YOU WANT TO TARGET WHAT IS IT? _____ | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|--|---------------------------------|--------------------------------|
-
- | | | | |
|----|--|---------------------------------|--------------------------------|
| 05 | DO YOU HAVE 2-3 ADDITIONAL KEYWORDS TO TARGET? WHAT ARE THEY?
_____ | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|--|---------------------------------|--------------------------------|
-
- | | | | |
|----|---|---------------------------------|--------------------------------|
| 06 | DO YOU HAVE ONE KEYWORD PHRASES YOU WANT TO TARGET? WHAT ARE THEY?
_____ | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|---|---------------------------------|--------------------------------|
-
- | | | | |
|----|---|---------------------------------|--------------------------------|
| 07 | DO YOU HAVE 2-3 ADDITIONAL KEYWORD PHRASES TO TARGET? WHAT ARE THEY?
_____ | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|---|---------------------------------|--------------------------------|
-
- | | | | |
|----|--|---------------------------------|--------------------------------|
| 08 | DO YOU HAVE A TRACKER FOR YOUR KEYWORDS? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|--|---------------------------------|--------------------------------|



ON-PAGE SEO

TITLE TAGS

- | | | | |
|----|---|---------------------------------|--------------------------------|
| 09 | DOES EACH PAGE HAVE A UNQIUE TITLE TAG? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 10 | DO YOUR TITLE TAG ACCURATELY DESCRIBE YOUR PAGES CONTENT? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 11 | DOES EACH TITLE TAG CONTAIN A KEYWORD OR KEYWORD PHRASE IDENTIFIED ABOVE? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 12 | IS EACH TITLE TAG WITHIN THE 60-70 CHARACTER LIMIT? FOR IDEAL OPTIMIZATION. | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
-

META DESCRIPTIONS

- | | | | |
|----|---|---------------------------------|--------------------------------|
| 13 | DOES EACH PAGE HAVE A META DESCRIPTION? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 14 | DO YOUR META DESCRIPTIONS ACCURATELY DESCRIBE YOUR PAGES CONTENT? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 15 | DO YOUR META TAGS CONTAIN INFORMATION YOUR IDEAL CUSTOMER WOULD BE SEARCHING FOR? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 16 | DOES YOUR META DESCRIPTION ENTISE YOUR IDEAL CLIENT TO CLICK? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 17 | IS EACH META DESCRIPTION WITHIN THE 155 CHARACTER LIMIT? FOR IDEAL OPTIMIZATION. | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |



ON-PAGE SEO

HEADINGS

- | | | | |
|----|--|---------------------------------|--------------------------------|
| 18 | DOES EACH PAGE UTILIZE HEADINGS H1-H6? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 19 | DOES EACH PAGE ONLY HAVE ONE H1 HEADING? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 20 | IS YOUR H1 HEADING OPTIMIZED WITH KEY WORDS? AND LOCATION? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 21 | IS THERE OPPORTUNITY TO TURN SUBTEXT INTO SUBHEADINGS? (H3-H6) | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
-

WEBSITE COPY

- | | | | |
|----|--|---------------------------------|--------------------------------|
| 22 | DOES EACH PAGES CONTENT CLEARLY MATCH THE DESCRIPTION OF THE PAGE? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 23 | DOES EACH PAGE CONTAIN ORIGINAL INFORMATION? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 24 | WAS THE CONTENT WRITTEN BY INDIVIDUALS KNOWLEDGEABLE ABOUT THE SUBJECT MATTER? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 25 | DOES YOUR CONTENT PROVIDE VALUE TO YOUR IDEAL CLIENT? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 26 | HAVE YOU CHECKED THE GRAMAR OF ALL YOUR CONTENT? IS IT ERROR FREE? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |



ON-PAGE SEO

27 IS YOUR CONTENT EASY TO READ? YES NO

28 DOES YOUR CONTENT AVOID KEYWORD STUFFING? YES NO

29 ARE YOUR WEB PAGES RESPONSIVE FOR ALL DEVICES? YES NO

30 CAN YOU NATURALLY LINK YOUR CONTENT BOTH EXTERNALLY AND INTERNALLY? YES NO

31 CAN YOU EASILY SHARE YOUR CONTENT VIA SOCIAL MEDIA? YES NO

WEBSITE IMAGES

32 DO YOUR IMAGES PROVIDE VALUE TO YOUR CONTENT? YES NO

33 ARE YOUR IMAGES ALIGNED WITH THE APPROPRIATE TEXT? YES NO

34 IS THE MOST IMPORTANT IMAGE PLACED NEAR THE TOP OF THE PAGE? YES NO

35 DO ALL IMAGES HAVE ALT TEXT? YES NO



ON-PAGE SEO

36 IS ALL THE ALT TEXT ON IMAGES BENEFICIAL? **YES** **NO**

37 ARE YOUR IMAGES ALL .JPEG? OR .PNG? AND AN OPTIMIZED SIZE? **YES** **NO**

INTERNAL LINKING

38 DOES YOUR MENU/HEADER CONTAIN IMPORTANT LINKS? **YES** **NO**

39 DOES YOUR FOOTER PROVIDE IMPORTANT LINKS? **YES** **NO**

40 CAN YOU FIND ALL PAGES OF YOUR WEBPAGE WITHOUT NEEDING TO DO INTERNAL LINKING? **YES** **NO**

41 ARE THERE 2 OR MORE INTERNAL LINKS FOR EVERY PAGE? **YES** **NO**

TECHNICAL SEO

WEBSITE STRUCTURE & ARCHITECTURE

42 DOES YOUR WEBSITE HAVE AN HTTPS? IF NOT IMPLEMENT SSL ENCRYPTION. **YES** **NO**

43 DOES EACH PAGE USE A DESCRIPTIVE, CONCISE, AND STATIC URLS THAT INCLUDE RELEVANT KEYWORDS? **YES** **NO**

44 IS YOUR WEBSITE IS RESPONSIVE AND PROVIDES A SEAMLESS EXPERIENCE ACROSS DIFFERENT DEVICES. **YES** **NO**

45 HAVE YOU OPTIMIZED IMAGES, MINIMIZED CODE, AND UTILIZED BROWSER CACHING TO ENHANCE PAGE LOADING TIMES? **YES** **NO**

46 ARE YOU USING CANONICAL TAGS TO PREVENT DUPLICATE CONTENT ISSUES AND CONSOLIDATE LINK AUTHORITY? **YES** **NO**

47 HAVE YOU CREATED AND SUBMITTED AN XML SITEMAP TO HELP SEARCH ENGINES UNDERSTAND YOUR SITE'S STRUCTURE? **YES** **NO**

ROBOT.TXT FILE

48 DOES YOUR WEBSITE HAVE A ROBOTS.TXT FILE? **YES** **NO**

49 HAVE YOU REVIEWED THE 'DISALLOW' COMMANDS IN ROBOTS.TXT TO ENSURE YOU'RE NOT UNINTENTIONALLY PREVENTING GOOGLE FROM CRAWLING AND INDEXING CONTENT? **YES** **NO**

50 HAVE YOU EXAMINED THE GOOGLE SEARCH CONSOLE > COVERAGE REPORT TO CHECK FOR ERRORS? **YES** **NO**

TECHNICAL SEO

- | | | | |
|----|--|---------------------------------|--------------------------------|
| 51 | IS THE SUBMITTED URL BLOCKED BY ROBOTS.TXT? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 52 | IS THE SUBMITTED URL MARKED WITH 'NOINDEX'? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 53 | IS THE URL INDEXED EVEN THOUGH IT'S BLOCKED BY ROBOTS.TXT? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
-

XML FILE & SUBMISSION

- | | | | |
|----|--|---------------------------------|--------------------------------|
| 54 | HAVE YOU KEPT YOUR XML SITEMAP UPDATED AND SUBMITTED IT TO SEARCH ENGINES TO AID IN CRAWLING AND INDEXING? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 55 | HAVE YOU SUBMITTED IT TO: GOOGLE? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 56 | HAVE YOU SUBMITTED IT TO: BING? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 57 | HAVE YOU SUBMITTED IT TO: YAHOO? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 58 | DID YOU REVIEW THE CRAWL STATISTICS AND OPTIMIZE YOUR WEBSITES CRAWL BY ELIMINATING UNNECESSARY PAGES? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
-

GOOGLE ANALYTICS SET UP

- | | | | |
|----|-----------------------------------|---------------------------------|--------------------------------|
| 59 | HAVE YOU SET UP GOOGLE ANALYTICS? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|----|-----------------------------------|---------------------------------|--------------------------------|

LINK BUILDING

PREPERATION

60 DO YOU HAVE DEFINED GOALS FOR YOUR LINK BUILDING, SUCH AS IMPROVING DOMAIN AUTHORITY, REFERRAL TRAFFIC, OR SEARCH RANKINGS? YES NO

61 HAVE YOU CONDUCTED AUDIENCE RESEARCH TO UNDERSTAND YOUR TARGET AUDIENCE AND IDENTIFY THEIR FREQUENTED WEBSITES? YES NO

CONTENT CREATION FOR LINK BUILDING

62 IS YOUR CONTENT HIGH-QUALITY, RELEVANT, AND AUTHORITATIVE TO NATURALLY ATTRACT OTHERS TO LINK TO IT? YES NO

63 DO YOU PRODUCE A VARIETY OF CONTENT FORMATS, INCLUDING ARTICLES, INFOGRAPHICS, VIDEOS, GUIDES, AND MORE? YES NO

64 HAVE YOU CONDUCTED ORIGINAL RESEARCH OR SURVEYS TO GENERATE UNIQUE DATA AND INSIGHTS FOR YOUR CONTENT? YES NO

PROSPECTS FOR LINK SHARES

65 HAVE YOU IDENTIFIED WEBSITES THAT LINK TO YOUR COMPETITORS AS POTENTIAL OPPORTUNITIES FOR BUILDING LINKS? YES NO

66 HAVE YOU SEARCHED FOR INDUSTRY-SPECIFIC DIRECTORIES AND RESOURCE PAGES WHERE YOUR CONTENT COULD BE LISTED? YES NO

67 ARE YOU CONNECTING WITH INFLUENCERS AND EXPERTS IN YOUR FIELD FOR POTENTIAL COLLABORATIONS AND GUEST POSTING? YES NO



OUTREACH FOR LINK BUILDING

68 DO YOU CRAFT PERSONALIZED OUTREACH EMAILS THAT DEMONSTRATE YOUR UNDERSTANDING OF THE RECIPIENT'S WEBSITE AND THE VALUE OF YOUR CONTENT? **YES** **NO**

69 ARE YOU PRIORITIZING THE BUILDING OF GENUINE RELATIONSHIPS WITH WEBMASTERS AND BLOGGERS RATHER THAN JUST ASKING FOR LINKS? **YES** **NO**

70 ARE YOU OFFERING TO WRITE GUEST POSTS FOR REPUTABLE WEBSITES IN YOUR NICHE, WITH A LINK BACK TO YOUR SITE IN THE AUTHOR BIO? **YES** **NO**

BROKEN LINK BUILDING

71 ARE YOU ACTIVELY SEEKING OUT BROKEN LINKS ON RELEVANT WEBSITES THAT POINT TO CONTENT SIMILAR TO YOURS? **YES** **NO**

72 ARE YOU REACHING OUT TO WEBSITE OWNERS TO INFORM THEM OF THE BROKEN LINKS AND PROPOSING YOUR CONTENT AS A REPLACEMENT? **YES** **NO**

LOCAL SEO

BASIC BUSINESS INFORMATION

73 IS YOUR BUSINESS NAME CONSISTENT ACROSS ALL ONLINE PLATFORMS? **YES** **NO**

74 DO YOU HAVE A CONSISTENT NAP (NAME, ADDRESS, PHONE NUMBER) FORMAT ACROSS ALL ONLINE PLATFORMS? **YES** **NO**

GOOGLE MY BUSINESS

75 HAVE YOU CLAIMED AND VERIFIED YOUR GOOGLE MY BUSINESS LISTING? **YES** **NO**

76 IS YOUR BUSINESS NAME ON GOOGLE MY BUSINESS EXACTLY AS IT APPEARS OFFLINE? **YES** **NO**

77 HAVE YOU CHOSEN THE APPROPRIATE CATEGORIES FOR YOUR BUSINESS ON GOOGLE MY BUSINESS? **YES** **NO**

78 IS YOUR BUSINESS DESCRIPTION ON GOOGLE MY BUSINESS ACCURATE, INFORMATIVE, AND KEYWORD-RICH? **YES** **NO**

79 HAVE YOU UPLOADED HIGH-QUALITY IMAGES OF YOUR BUSINESS ON GOOGLE MY BUSINESS, INCLUDING EXTERIOR, INTERIOR, AND PRODUCT PHOTOS? **YES** **NO**

CITATIONS & DIRECTORIES

80 HAVE YOU CLAIMED AND VERIFIED YOUR LISTINGS ON MAJOR ONLINE DIRECTORIES SUCH AS YELP, BING PLACES, AND APPLE MAPS? **YES** **NO**



LOCAL SEO

81 IS YOUR BUSINESS INFORMATION CONSISTENT ACROSS ALL ONLINE DIRECTORIES? YES NO

82 HAVE YOU REMOVED DUPLICATE LISTINGS OR INCORRECT INFORMATION FROM ONLINE DIRECTORIES? YES NO

CUSTOMER REVIEWS

83 DO YOU ACTIVELY ENCOURAGE CUSTOMERS TO LEAVE REVIEWS ON GOOGLE AND OTHER RELEVANT PLATFORMS? YES NO

84 DO YOU RESPOND PROMPTLY AND PROFESSIONALLY TO BOTH POSITIVE AND NEGATIVE CUSTOMER REVIEWS? YES NO

85 HAVE YOU IMPLEMENTED A STRATEGY TO MANAGE AND IMPROVE YOUR OVERALL REVIEW RATINGS? YES NO

LOCAL CONTENT

86 DO YOU HAVE LOCATION-SPECIFIC CONTENT ON YOUR WEBSITE, SUCH AS BLOG POSTS, LANDING PAGES, OR CASE STUDIES? YES NO

87 DOES YOUR WEBSITE'S CONTENT INCLUDE LOCAL KEYWORDS THAT POTENTIAL CUSTOMERS MIGHT USE IN THEIR SEARCHES? YES NO

LOCAL LINKS

88 DO YOU HAVE LOCAL BACKLINKS FROM REPUTABLE WEBSITES WITHIN YOUR COMMUNITY OR INDUSTRY? YES NO

LOCAL SEO

89

HAVE YOU ENGAGED WITH LOCAL ORGANIZATIONS, EVENTS, OR CHARITIES THAT COULD PROVIDE OPPORTUNITIES FOR LOCAL LINK BUILDING?

YES

NO

MAPS & NAVIGATION

90

IS YOUR BUSINESS ACCURATELY MARKED ON ONLINE MAPS, SUCH AS GOOGLE MAPS AND APPLE MAPS?

YES

NO

91

HAVE YOU TESTED THE ACCURACY OF THE DIRECTIONS PROVIDED BY VARIOUS MAPPING PLATFORMS?

YES

NO

TRACKING & MANAGING SEO

INDIVIDUAL PAGE REVIEW

92 HAVE YOU REVIEWED THE BEHAVIOR > ALL PAGES REPORT IN GOOGLE ANALYTICS (UNIVERSAL ANALYTICS) TO ASSESS TRAFFIC, ENGAGEMENT, AND CONVERSION METRICS? **YES** **NO**

93 ARE THERE PAGES WITH A SIGNIFICANT NUMBER OF ENTRANCES ACCORDING TO THE REPORT? **YES** **NO**

94 DO PAGES WITH HIGH ENTRANCES ALSO CONTRIBUTE TO CONVERSIONS? HAVE YOU DETERMINED THE PAGE VALUE OF THOSE PAGES WITH HIGH ENTRANCES? **YES** **NO**

95 HAVE YOU EVALUATED THE ENGAGEMENT METRICS OF CONTENT PAGES, INCLUDING AVERAGE TIME ON PAGE, BOUNCE RATE, AND PERCENTAGE OF EXITS? **YES** **NO**

ASSESSING LOW TRAFFIC KEYWORDS

96 HAVE THE TARGETED KEYWORDS FOR THIS PAGE/BLOG POST BEEN IDENTIFIED? **YES** **NO**

97 IS THE CHALLENGE WITH THIS PAGE/BLOG POST'S PERFORMANCE RELATED TO HIGH COMPETITION IN RANKINGS? **YES** **NO**

98 IS THE ISSUE AFFECTING THIS PAGE/BLOG POST DUE TO A LACK OF SEARCH VOLUME OR TRAFFIC POTENTIAL? **YES** **NO**

99 HAS THE KEYWORD TARGETING ON THIS PAGE/BLOG POST BEEN APPROPRIATELY EXECUTED? **YES** **NO**

100 ARE THE TARGET KEYWORDS FREQUENTLY USED WITHIN THE BODY CONTENT OF THIS PAGE/BLOG POST? **YES** **NO**

ASSESSING LOW TRAFFIC PAGES

- | | | | |
|-----|---|---------------------------------|--------------------------------|
| 101 | IS THIS PAGE HAVE THE APPROPRIATE PAGE/BLOG POST TO FOCUS ON FOR THE KEYWORD CHOSEN? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 102 | HAVE YOU IDENTIFIED THE SEARCH INTENT THAT GOOGLE IS DISPLAYING FOR THIS KEYWORD? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 103 | HAVE YOU EXAMINED THE TOP 10 RANKING RESULTS FOR THIS KEYWORD AND DETERMINED THE PREDOMINANT CONTENT TYPE? IS OUR PAGE'S TYPE ALIGNED WITH THE DOMINANT RANKING RESULT? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 104 | IS THE CONTENT YOU'VE CREATED THE MOST SUITABLE ANSWER FOR THE TARGETED KEYWORD? HAVE YOU CONDUCTED MANUAL ANALYSIS TO CONFIRM THIS? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
-

THE WRAP UP

To sum up, an SEO checklist serves as your guide to ensure top-notch website performance and search visibility. By systematically covering technicalities, content, and user experience, it keeps you adaptable and efficient. As algorithms change, the checklist helps track progress and enhance your online presence. This methodical approach aims to boost rankings, drive traffic, and connect with your target audience online.



WANT TO LEARN MORE?



THE SEO COURSE

Master the art of SEO and boost your website's visibility with our comprehensive course. Learn keyword research, on-page optimization, technical SEO, link building, content marketing, local SEO, and tracking success. Rank your content anywhere, and everywhere.

START LEARNING TODAY