

SEO CHECKLIST



McCord & Cargile
Marketing Resources

SEO BASICS

- Setup Google Search Console (GSC)
- Setup Bing Webmaster Tools
- Setup Google Analytics
- Generate & Submit a Sitemap
- Create a Robots.txt file
- Index Your Website

KEYWORD SEARCH

- Identify Your Competition
- Conduct Keyword Gap Analysis
- Find Long-Tail Keyword Variations
- Find Question Keywords
- Analyze Pages that Rank for Your Keywords
- Create a Keyword Map
- Prioritize Keywords by Search Volume & Difficulty

TECHNICAL SEO

- Ensure Your Website is Mobile-Friendly
- Check Your Site's Loading Speed
- Use HTTPS Instead of HTTP only
- Find and Crawl Errors
- Check Page Depth (Clicks to Reach)
- Check for Duplication
- Identify & Fix Broken Links
- SEO-Friendly URL Structure
- Find & Fix Orphaned Pages
- Check Canonical (Preferred) Tags
- Add Structured Data

SEO TO-DO LIST

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ON-PAGE & CONTENT SEO

- Fix Multiple H1 tags (only 1 per page)
- Fix Duplicate or Missing Meta Descriptions
- Fix Duplicate, Missing, and Truncated Title Tags
- Improve Title Tags
- Improve Meta Descriptions
- Improve Page Content
- Optimize Images for SEO (alt-tags)
- Run a Content Audit
- Improve Content Readability
- Update Outdated Content

OFF-PAGE SEO

- Set-Up & Optimize Your Google Business Profile
- Set-Up & Optimize Your Bing Places for Business Profile
- Guest Blog
- Directory Submissions
- Analyze Competition's Link Profile
- Broken Link Building
- Social Bookmarking
- Conduct a Link Intersect Analysis
- Leverage Digital PR
- Turn Unlinked Mentions into Links

SEO TOOLS

- Google Search Console
- Google Analytics
- Bing Webmaster Tools
- People Also Ask
- Semrush SEO Toolkit
- Google Trends
- Answer The Public
- Google's Structured Data Markup Helper
- Schema Markup Generator By Merkle
- PageSpeed Insights
- Ahrefs Webmaster Tools
- Small SEO Tools
- MozBar