

# A Complete SEO Checklist for Website Owners

Search engine optimization has become an important requirement of websites. It is no longer optional. Along with all of the factors that make up a good website, thinking about SEO or “organic search” is a given for a new site and is important within most digital marketing plans.



## Technical SEO

- ☐ Free Reporting Platforms
- ☐ XML Sitemap
- ☐ Robots.txt
- ☐ Domains
- ☐ Site Architecture
- ☐ Speed
- ☐ Mobile-Friendly
- ☐ 404 Pages
- ☐ SSL
- ☐ Plugins, Add-ons, or Extensions
- ☐ Pre-existing Issues

## On-Page

- ☐ Keywords & Topics
- ☐ Content

- ☐ URL
- ☐ Title
- ☐ Meta Description
- ☐ Headings
- ☐ Body Copy
- ☐ Image Alt Attributes
- ☐ Structured Data

## External

- ☐ Links
- ☐ Local Search
- ☐ Social Media
- ☐ Conclusion

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