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

Make and Share Free Checklists
checkli.com