

26-Point SEO Checklist for New Websites & SEO Audits

This SEO checklist outlines the most important things you should do when starting a new website or performing an SEO Audit. It covers technical SEO, Keyword Research, On-Page SEO, Link Building and More. Follow these 26 SEO best practices to increase long-term targeted traffic to your website.



TECHNICAL SEO CHECKLIST

- ☐ 1. Install Google Analytics.
- ☐ 2. Using WordPress? Download the Yoast SEO Plugin.
- ☐ 3. Verify Your Site in Google Search Console.
- ☐ 4. Improve Website Performance & Speed.
- ☐ 5. Take the Google Mobile-Friendly Test

KEYWORD RESEARCH PROCESS

- ☐ 6. Develop a Buyer Personal
- ☐ 7. Keyword Strategy
- ☐ 8. Brainstorm for Keyword Ideas.
- ☐ 9. Narrow Down Your Keyword List
- ☐ 10. Choose Target Keywords

ON-PAGE SEO CHECKLIST

- ☐ 11. Pick One Keyword Per Page
- ☐ 12. .Write Title Tags Search Engines Love.
- ☐ 13. Follow Best Practices for URL's.
- ☐ 14. Skyrocket Clickthrough Rate with Meta Descriptions.
- ☐ 15. Optimize for the Google Image Search Results.
- ☐ 16. Reduce Bounce Rates.
- ☐ 17. Give Your SEO a Boost with Heading Tags
- ☐ 18. Include Outbound Links.
- ☐ 19. Add Internal links.
- ☐ 20. Publish Longer Content.
- ☐ 21. Use Prominent Social Sharing Buttons.
- ☐ 22. Double-check everything.

LINK BUILDING

- ☐ 23. Link Building Strategy.
- ☐ 24. Analyze Your Competitor's Backlinks, Rankings & Traffic.
- ☐ 25. Maximise Links for Your SEO Campaigns.
- ☐ 26. Create Content That Generates Links & Social Shares on Autopilot

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