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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