

SEO CHECKLIST



Search Boss - Comprehensive Technical and On-Page SEO Checklist

I. SEO Foundations

Essential Tools Setup

- ☐ Set up Google Search Console
- ☐ Install Google Analytics
- ☐ Install Bing Webmaster Tools
- ☐ Set up a rank tracking tool (Semrush, Ahrefs, etc.)
- ☐ Install an SEO plugin if using WordPress (like Yoast SEO)

Site Health Monitoring

- ☐ Define your SEO KPIs (traffic goals, keyword rankings, conversions)
- ☐ Establish a regular site audit schedule (monthly or quarterly)

II. Technical SEO

Website Speed Optimization

- ☐ Check Core Web Vitals (LCP, INP, CLS) using PageSpeed Insights
- ☐ Improve server response time (keep under 200ms)
- ☐ Compress and optimize images
- ☐ Minimize and combine CSS/JavaScript files
- ☐ Enable browser caching

- ☐ Reduce HTTP requests
- ☐ Implement lazy loading for images and videos
- ☐ Use a content delivery network (CDN) if applicable

Mobile Optimization

- ☐ Ensure responsive design implementation
- ☐ Test mobile-friendliness with Google's Mobile-Friendly Test
- ☐ Verify touch elements are properly sized and spaced
- ☐ Check readability on mobile devices (font size, line height)

Security and Protocol

- ☐ Use HTTPS protocol (install SSL certificate)
- ☐ Set up proper redirects from HTTP to HTTPS
- ☐ Set your preferred domain version (www vs. non-www)
- ☐ Verify safe browsing status

Crawlability & Indexability

- ☐ Create and submit XML sitemap
- ☐ Optimize robots.txt file
- ☐ Check for crawl errors in Google Search Console
- ☐ Ensure CSS and JavaScript files are crawlable
- ☐ Fix broken links and resources
- ☐ Optimize crawl budget for larger sites
- ☐ Use Google Search Console URL Inspection tool to check how Google sees your pages

Site Architecture & URLs

- ☐ Create a logical site structure with clear hierarchy
- ☐ Use descriptive, SEO-friendly URLs
- ☐ Keep URLs short and include keywords where relevant
- ☐ Use hyphens (-) not underscores (_) in URLs
- ☐ Implement proper internal linking structure
- ☐ Set up breadcrumbs for easier navigation
- ☐ Fix redirect chains and loops

Duplicate Content

- ☐ Identify and resolve duplicate content issues
- ☐ Implement canonical tags where appropriate
- ☐ Set up proper hreflang tags for multi-language sites

III. On-Page SEO

Keyword Strategy

- ☐ Conduct thorough keyword research
- ☐ Identify primary and secondary keywords for each page
- ☐ Research long-tail keyword opportunities
- ☐ Analyze search intent for target keywords
- ☐ Map keywords to appropriate pages

Title Tags & Meta Descriptions

- ☐ Create unique, descriptive title tags (under 60 characters)

- ☐ Front-load primary keywords in titles
- ☐ Include modifiers in titles (best, guide, how-to, etc.)
- ☐ Write compelling meta descriptions (150-160 characters)
- ☐ Include primary keywords in meta descriptions

Content Optimization

- ☐ Create high-quality, unique content
- ☐ Use primary keyword in the first 100 words
- ☐ Structure content with proper heading tags (H1, H2, H3)
- ☐ Include keywords in headings naturally
- ☐ Maintain appropriate keyword frequency (avoid stuffing)
- ☐ Add internal links to relevant pages
- ☐ Include external links to authoritative sources
- ☐ Optimize content for featured snippets
- ☐ Focus on satisfying search intent
- ☐ Create scannable content with short paragraphs and bullet points

Image Optimization

- ☐ Use descriptive, keyword-rich file names for images
- ☐ Add alt text to all images
- ☐ Compress images for faster loading
- ☐ Use appropriate image formats (JPEG, PNG, WebP)
- ☐ Implement responsive images for different screen sizes

Schema & Structured Data

- ☐ Implement appropriate schema markup
- ☐ Test structured data using Google's Structured Data Testing Tool
- ☐ Add review schema where applicable
- ☐ Use schema for breadcrumbs, FAQ pages, and other relevant elements

User Experience (UX)

- ☐ Ensure important content is above the fold
- ☐ Create clear navigation menus
- ☐ Minimize intrusive interstitials and pop-ups
- ☐ Optimize page layout and design
- ☐ Ensure accessibility for all users
- ☐ Test website across different browsers and devices

IV. Monitoring & Maintenance

Regular Checks

- ☐ Monitor and fix broken links regularly
- ☐ Check for 404 errors and set up appropriate redirects
- ☐ Update outdated content
- ☐ Monitor site speed periodically
- ☐ Track keyword rankings and positions
- ☐ Review competitors' SEO strategies

Analytics & Reporting

- ☐ Track organic traffic trends

- ☐ Monitor bounce rate and user engagement metrics
- ☐ Analyze conversion rates from organic traffic
- ☐ Measure click-through rates for key pages
- ☐ Create regular SEO performance reports

Best Practices

- Focus on creating high-quality, valuable content for users first
- Prioritize technical issues that impact user experience
- Don't obsess over exact keyword density (focus on natural writing)
- Regularly update old content to keep it fresh
- Test on multiple devices and platforms
- Be patient - SEO improvements take time to show results

This checklist should provide a structured approach to optimize your website for both search engines and users. I recommend working through each section methodically, prioritizing issues that have the biggest impact on user experience and search visibility. Remember that SEO is an ongoing process, not a one-time task.