THE ESSENTIAL SEO CHECKLIST FOR WEBSITES

Checklist to Start Tracking SEO

Task	Why it's important	Recommended Resource	Completed?
Install Google Analytics	This will give you a better understanding of your current web traffic. For SEO, isolate organic traffic to benchmark your current search traffic volume.	Set up Analytics tracking	
Add Google Search Console (previously Google Webmaster Tools)	Google Analytics pulls data that allows you to see what keyword searches led to your site being ranked in search results and how many resulted in clicks to your site.	About Search Console	
Run a Mobile-Friendly Test	Since more and more people are accessing the web via their mobile devices, Google made mobile responsiveness a major factor in site search rankings.	Mobile Friendly Test	
Check Your Site Speed	Site speed impacts the user experience, so it only makes sense that sites that provide a better user experience will be promoted over those that do not.	Page Speed Insights	
Submit a Sitemap to Google	An XML sitemap communicates with search engines and alerts them to new or updated content.	Learn About Sitemaps	
Pay Attention to Updates	Search ranking parameters change often, and it's important to be on the lookout for major updates and have a plan in place to respond.	Google Algorithm Change History	
Discover What Links Point to Your Site	The number of backlinks to your site is a good indicator of your relevance and authority. Learn what links you have and check for any that are broken.	Backlink Checker	

Checklist to Improve Your On-Page SEO

Task	Why it's important	Recommended Resource	Completed?
Include Relevant Keywords in Your Page Title	Determine what keywords you want to rank for, and then incorporate them into your page titles.	The 9 Best Keyword Research Tools	
Keep Your Page Titles Short and to the Point	Google will typically show the first 50 to 60 characters of a title tag, so be concise and on message with titles.	What is a title tag?	
Include Relevant Keywords in Meta Descriptions	Search engines display meta descriptions below your title tag, which are used in search results.	How to Create the Right Meta Description	
Keep Your Meta Descriptions Short and to the Point	Meta descriptions describe the content of your page and have a big impact on someone clicking your link. They should be less than 160 characters.	Meta Description Magic	
Ensure that Your Pages have H1 Tags with Relevant Keywords	H1s can be considered more for user experience on your site than SEO, but optimal user experience is where search engines are heading.	How to Create the Perfect H1 Tag for SEO	
Ensure that Your Page URLs Have Relevant Keywords	Getting your keywords in the URL helps with SEO, but do not force them to the point of impacting readability.	15 SEO Best Practices for Structuring URLs	
Check for Duplicate Content	Duplicate content within your website can be considered a deceitful tactic and could be penalized.	Duplicate Content	
Check the Word Count on Site Pages	HubSpot found that optimal blog word count falls between 2,250 and 2,500 words. Again, though, shoot for relevancy and quality content above all else.	The Character Count Guide for Blog Posts, Videos, Tweets & More	
Check for Keywords in the Copy	Your keywords should be sprinkled in the copy organically, so do not overuse them in hopes of improving SEO.	How to Use Keywords in Content	
Add Alt Text with Keywords to Images	Images should have a purpose and use alt text to improve user experience. They are vital for the visually impaired.	Image SEO: alt tag and title tag optimization	
Check Links to Your Social Media Accounts	Whether links from social media boost your SEO or not, profiles do rank in search engines (and are search engines in their own right).	5 Things You Need to Know About Social Media & SEO	