



Website Launch

- Use HTTPS protocol
- Set the canonical domain name
- Choose an SEO-friendly content management system
- Generate SEO-friendly URLs
- Set up analytics tracking codes
- Sync your SEO tools with Google

Keyword Research

- Identify your top-ranking keywords
- Determine your organic competitors
- Find new keyword ideas
- Choose keywords that are easier to rank for
- Identify long-tail keywords
- Determine keyword intent
- Map keywords to content



On-Page Optimization

- Optimize meta titles and descriptions
- Optimize the main content
- Add optimized images, infographics, or video
- Add structured data

Website Structure Improvement

- Check your site structure
- Make important pages easily accessible
- Add more internal links to important pages

Technical SEO Checklist

- Review your sitemap and robots.txt file
- Fix broken pages and long redirect chains
- Detect uncrawlable on-page elements
- Check site speed and page experience
- Ensure mobile-friendliness



Site Authority

- Fix spam issues (cloaking, doorways, link farms)
- Review the origin of your backlinks
- Ask to remove or disavow backlinks with a high penalty risk
- Add About Us page, authors' biography pages
- Publish cookie policy

Link-Building & PR Outreach

- Find relevant link-building prospects
- Use the backlink gap technique
- Run a link outreach campaign
- Fill out your social media profiles
- Measure the social media impact with analytics tools



Local SEO

- Track local organic rankings
- Fill out your Google Business Profile
- Serve the right language version of your site
- Build local citations
- Optimize for relevant e-commerce and sales platforms

SEO Results Tracking

- Track your keywords' rankings and visibility
- Track SEO goals for landing pages in analytics tools

**Check out to know more
how to use this checklist**

<https://rhrazu.com/the-complete-seo-checklist/>