SEO CHECKLIST

DATE: _____

№	ACTIVITIES	✓
1	Run Google PageSpeed Insights to fix slow loading or unoptimized images.	
2	Use Google's Mobile-Friendly Test to ensure your site works well on phones.	
3	Check Google Search Console to ensure important pages are indexed.	
4	Ensure your XML sitemap is updated and submitted to Google.	
5	Confirm robots.txt allows search engines to crawl key pages.	
6	Create unique, keyword-rich titles (50–60 characters) for each page.	
7	Write meta descriptions (150–160 characters) with target keywords.	
8	Organize content using H1, H2, and H3 tags.	
9	Find relevant keywords with tools like Ubersuggest.	
10	Publish original, detailed, and user-focused content.	
11	Link to related pages to improve navigation and SEO.	
12	Get links from authoritative, relevant websites.	
13	Compress images with tools like TinyPNG and add alt text.	
14	Simplify menus and make navigation user-friendly.	
15	List your business on Google for better local search visibility.	
16	Track performance with Google Analytics.	
17	Fix crawl errors and monitor keyword performance.	
18	Use structured data for rich search results like FAQs or ratings.	
19	Find and repair dead links using Broken Link Checker.	
20	Refresh old posts with new info to keep them relevant.	