

# Complete SEO Checklist

Search Engine Optimization (SEO) can be very confusing. We created this SEO Checklist as a reference for all of those struggling to see the big picture of how the various types of SEO & the more technical parts of monitoring keywords & website traffic. If at any time you have issues, please reference the contact information below; we are here to help.

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## SEO Foundations

- Set Up Google Search Console (GSC) & Bing Webmaster Tools
- Set Up Google Analytics (GA) Account
- Install Yoast SEO Plugin (WordPress)
- Generate & Submit an XML Sitemap to GSC & Bing Webmaster
- Check GSC for Manual Action Notifications
- Verify that Website is Indexed in both GSC & Bing Webmaster

## Ongoing SEO Maintenance

- Use "URL Inspection" to Spot Check Your Website Pages
- Verify Website is Mobile-Friendly with GSC
- Check Website Loading Speed at <https://pagespeedinsights.web.dev>
- Find & Fix All Crawl Errors inside GSC & Bing Webmaster
- Check for & Remove Duplicate Content with [www.siteliner.com](http://www.siteliner.com)
- Find & Fix All Broken Links at [www.siteliner.com](http://www.siteliner.com)
- Check for & Set Canonical Tag as "https" as a sitewide standard
- Add Structured Data to Applicable Pages (Schema Markup)

## Keyword Research

- Identify Competitor Businesses/ Websites
- Conduct a Competitor Keyword Gap Analysis
- Find Your Core Keyword Targets
- Additionally Find Long-Tail Keyword Opportunities
- Find Question Keywords or FAQ Phrases
- Analyze Features & Intent of Pages Currently
- Create a Keyword Map for Continual Reference
- Prioritize Keywords by Search Volume & Keyword Difficulty

## On-Page SEO Optimization

- Identify & Fix Title Tags that are Not Optimized, Missing, or Truncated
- Identify & Fix Meta Descriptions that are Not Optimized, Missing, or Truncated
- Identify & Fix H1 that are Not Optimized, Missing, or Truncated
- Identify & Fix URLs that are Not Optimized, Missing, or Truncated
- SEO Optimize All Website Images
- Find & Remove or Update with Keyword Cannibalization
- Prune Irrelevant Content that Does Not Align with Keyword Mapping
- Update or Repurpose Outdated Content
- Improve Website Content Readability

## Off Page SEO Optimization

- Research Your Competitors' Backlink Profile at [www.moz.com](http://www.moz.com)
- Perform a Link Intersect Analysis at [www.moz.com](http://www.moz.com)
- Find & Target Websites Where Guest Blogging Makes Sense
- Watch for Opportunities for the Skyscraper Technique for Building New Links
- Turn Website, Brand or Content Mentions into Backlinks
- Build & Optimize Google Business Profile

“ Put out content for people, not search engines. Well done content will crush content produced solely for search engines the vast majority of the time. ”

— **Adam B.**  
Likewise Learning



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