SEO Optimization Checklist

Use this comprehensive checklist to optimize your content for search engines and improve organic visibility.

Technical SEO

Site Architecture:

[ ] XML sitemap created and submitted

[ ] Robots.txt properly configured

[ ] HTTPS enabled (SSL certificate)

[ ] Site structure is logical and crawlable

[ ] Breadcrumb navigation implemented

[ ] Canonical tags set for duplicate content

Page Speed:

[ ] Page load time under 3 seconds

[ ] Images optimized and compressed

[ ] Browser caching enabled

[ ] Minified CSS and JavaScript

[ ] CDN implemented for static assets

Mobile Optimization:

[ ] Mobile-responsive design

[ ] Mobile-friendly test passed

[ ] Touch elements properly sized

[ ] No horizontal scrolling required

On-Page SEO

Title Tags:

[ ] Unique title for each page (50-60 characters)

[ ] Primary keyword near the beginning

[ ] Brand name included at the end

[ ] Compelling and click-worthy

Meta Descriptions:

[ ] Unique description for each page (150-160 characters)

[ ] Includes primary keyword naturally

[ ] Clear call-to-action included

[ ] Accurately describes page content

Content:

[ ] Primary keyword in first 100 words

[ ] Keyword density between 1-2%

[ ] Header tags (H1-H6) used hierarchically

[ ] Internal links to related content

[ ] External links to authoritative sources

[ ] Content length adequate for topic (1000+ words for competitive terms)

[ ] Multimedia (images, videos) included with alt text

[ ] Content is original and valuable

URL Structure:

[ ] Short, descriptive URLs

[ ] Keywords included in URL

[ ] Hyphens used to separate words

[ ] No unnecessary parameters or session IDs

Image Optimization

[ ] Descriptive file names (e.g., 'seo-checklist.pdf' not 'IMG001.pdf')

[ ] Alt text added for all images

[ ] File sizes optimized (under 100KB when possible)

[ ] Responsive images implemented (srcset)

[ ] Image sitemap created

Link Building

[ ] Backlink profile analyzed

[ ] Toxic links disavowed

[ ] Internal linking strategy implemented

[ ] Outbound links to quality resources

[ ] Anchor text is natural and varied

Local SEO (if applicable)

[ ] Google Business Profile claimed and optimized

[ ] NAP (Name, Address, Phone) consistent across web

[ ] Local keywords targeted in content

[ ] Customer reviews encouraged and responded to

[ ] Local schema markup implemented

Tracking & Analytics

[ ] Google Analytics / GA4 installed

[ ] Google Search Console connected

[ ] Goal tracking configured

[ ] Conversion tracking set up

[ ] Regular reporting schedule established