marketing essentials

SEO Checklist

Tools

- ☐ Set up Google Analytics 4
- ☐ Set up Google Search Console
- ☐ Choose a keyword research tool
- ☐ Select a local SEO tool

On-Page SEO

- ☐ Identify top keywords
- ☐ Optimize page headers, title tags, and meta descriptions
- ☐ Create valuable, high-quality content
- ☐ Design authentic images and video
- ☐ Link to internal and external website pages

Off-Page SEO

- ☐ Track online reputation and monitor online reviews
- ☐ Play an active role on social media
- ☐ Make all website pages indexable
- ☐ Seek out backlinks, such as publishing industry articles on other websites
- ☐ Review Directory citations; for local SEO, set up and optimize your Google Business Profile

On-Page SEO

- ☐ Ensure your website is mobile-friendly
- ☐ Check site speed
- ☐ Validate your website is secure for safe browsing
- ☐ Find and fix crawl errors
- ☐ Optimize Core Web Vitals