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# ULTIMATE SEO CHECKLIST

**2023**  
FOR STARTERS



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## SEO BASICS

- Add Meta title to every page
- Add meta description to every page
- Add engaging and unique content with naturally appearing keywords
- Create a Google Search Console account and submit your site
- Create a Bing account and submit your site
- Use XML Sitemap
- Robots.txt
- Use Canonical (user friendly) URLs e.g. [www.example.com/hello-world](http://www.example.com/hello-world)

## TECHNICAL SEO

- HTTPS Configuration
- Site Speed Optimization
- Use CDN
- Ensure Mobile Responsiveness
- International SEO (Hreflang)
- Use Structured Data & Schema Markup
- Find and fix crawl errors
- Use lazy loading and pagination
- Add 404 page



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## ON-PAGE SEO

- Keyword Research & Targeting
- Check Title and Description Tags
- Headings (H1, H2, etc.)
- Content Quality & Uniqueness
- Image Optimization and ALT tags
- Internal Linking
- Outbound Linking
- Anchor Text Optimization
- Find and fix keyword cannibalization
- Always keep your content updates and update your outdated content
- Fix bad HTML structures e.g. Duplicated H1 etc.

## OFF-PAGE SEO

- Backlink Analysis
- Competitor Analysis
- Link Building Strategies
- Social Media Integration
- Local SEO & Google My Business
- Brand Mentions
- Influencer Outreach



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## CONTENT STRATEGY

- Content Planning
- Content Creation
- Content Optimization
- Content Promotion
- Content Updation & Refresh
- User-Generated Content

## ANALYTICS & TRACKING

- Google Analytics Setup
- Google Search Console Setup
- Conversion Tracking
- Event Tracking
- Traffic & Keyword Monitoring
- A/B Testing

## KEYWORD RESEARCH

- Find your competitors
- Find your main targeted keywords
- Identify the long-tail keyword options and variations
- Build a keyword map



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## SEO TOOLS

- SmallSeoTools.com:** This website is providing Plagiarism checker, Article rewriter, grammar check, word counter, spell check and many more.
- Google Analytics:** Essential for tracking website traffic, user behavior, and other important metrics.
- Seona:** AI assistant, specially designed to help businesses optimize their SEO. All you need to do is provide your URL.
- GTmetrix.com and Google Page Speed:** See how your site performs, reveal why it's slow and discover optimization opportunities.
- Google Search Console:** Provides insights into how Google views your website and allows you to monitor and fix search performance issues.
- SEMrush:** Comprehensive tool for keyword research, competitor analysis, and more. It also offers site auditing and backlink tracking features.
- Ahrefs:** Known for its extensive backlink database, Ahrefs is also useful for keyword research, site audits, and competitive analysis.
- Moz Pro:** Offers a suite of tools including keyword research, site audits, and backlink analysis. Moz's Domain Authority score is also widely referenced.
- Screaming Frog SEO Spider:** A website crawler that gathers on-page data, finds broken links, analyzes meta data, and more.
- KWFinder:** A keyword research tool that provides keyword difficulty scores and helps you find long-tail keywords with low competition.



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## EXTENSIONS

- MozBar:** Install this extension and you will enjoy instant metrics while viewing any page or SERP.
- SEO META in 1 CLICK:** SEO META in 1 CLICK is a tool that displays all meta tags/data and main seo information clearly. By using this tool, we hope you can better manage and improve your SEO and visibility on Internet
- Keywords Everywhere:** is a tool that shows three different information types for keywords on Google: monthly search volume, cost per click, and Google Adwords competition.

## WP PLUGINS

- Install a SEO plugin: Yoast SEO / SEOPress / All In One SEO (AIOSEO)** are the SEO plugins with you can't be wrong. They all offer similar functionality and nice interfaces for your on-page SEO.
- Performance is important use **WP Rocket / Smush / Nitro Pack** are nice to have performance plugins for WP you can check **WP Super Cache** and **Autoptimize** as well.
- Install All in one Schema plugin** and start using Structured Data