

---

# SEO Checklist: The Complete Guide

\*Generated by ValdanSolutions on 2025-05-17\*

## Introduction

This comprehensive SEO checklist will help you optimize your website to rank higher in search engine results pages (SERPs). Follow these best practices to improve your visibility and drive more organic traffic.

## Technical SEO

- ☐ Ensure your website is mobile-friendly
- ☐ Optimize page load speed (aim for < 3 seconds)
- ☐ Implement proper URL structure (/category/subcategory/page-name)
- ☐ Set up XML sitemap and submit to Google Search Console
- ☐ Create a robots.txt file to guide search engines
- ☐ Implement schema markup for rich snippets
- ☐ Fix broken links and 404 errors
- ☐ Use HTTPS for secure connections
- ☐ Set up canonical URLs to avoid duplicate content
- ☐ Ensure crawlability by checking robots.txt restrictions

## On-Page SEO

- ☐ Conduct keyword research for each page
- ☐ Include target keywords in title tags (< 60 characters)
- ☐ Write compelling meta descriptions (< 160 characters)
- ☐ Use H1, H2, H3 tags appropriately
- ☐ Include target keywords in the first 100 words
- ☐ Add alt text to all images
- ☐ Create SEO-friendly URLs
- ☐ Optimize images (compress and resize)
- ☐ Include internal links to related content
- ☐ Ensure content is comprehensive (1500+ words for main pages)

## Content SEO

- ☐ Create a content calendar with keyword targets
- ☐ Publish high-quality, original content regularly

- ☐ Update existing content with fresh information
- ☐ Include visual elements (images, infographics, videos)
- ☐ Format content for readability (short paragraphs, bullets, etc.)
- ☐ Answer common user questions in your content
- ☐ Use related keywords throughout your content
- ☐ Implement proper header structure (H1, H2, H3)
- ☐ Include external links to authoritative sources
- ☐ Check content for grammar and spelling errors

## Off-Page SEO

- ☐ Build high-quality backlinks from authoritative sites
- ☐ Create shareable content for social media
- ☐ Submit guest posts to relevant blogs
- ☐ List your business in relevant directories
- ☐ Engage with industry influencers and publications
- ☐ Monitor and respond to brand mentions
- ☐ Create and optimize Google Business Profile
- ☐ Encourage customer reviews
- ☐ Participate in relevant online communities
- ☐ Monitor competitors' backlink strategies

## Local SEO (if applicable)

- ☐ Create and optimize Google Business Profile
- ☐ Ensure NAP (Name, Address, Phone) consistency across the web
- ☐ Get listed in local directories and citation sites
- ☐ Encourage customer reviews on Google, Yelp, etc.
- ☐ Optimize for local keywords ("near me," city names)
- ☐ Create location-specific pages if you serve multiple areas
- ☐ Use local schema markup
- ☐ Optimize for mobile searches
- ☐ Create local content (events, news, community involvement)
- ☐ Build local backlinks from community websites

## Monitoring and Analysis

- ☐ Set up Google Analytics
- ☐ Configure Google Search Console
- ☐ Track keyword rankings weekly
- ☐ Monitor organic traffic growth
- ☐ Analyze user behavior (bounce rate, time on page, etc.)
- ☐ Set up custom dashboards for quick analysis

- [ ] Monitor site health and crawl errors
- [ ] Analyze competitors' SEO strategies
- [ ] Document all SEO changes and their impacts
- [ ] Prepare monthly SEO performance reports

### Color Recommendations with Your Primary Color (#6366f1)

- Use #6366f1 for call-to-action buttons that encourage sharing and linking
- Create infographics with #6366f1 as the primary color for better social sharing
- Design downloadable SEO checklists with #6366f1 accents for brand recognition
- Incorporate #6366f1 in data visualization charts for SEO reports

---

\*This checklist was created by Valdan Solutions. For more detailed SEO guidance and personalized strategies, contact our team at  
[[daniel.bhatti@valdansolutions.net](mailto:daniel.bhatti@valdansolutions.net)](mailto:daniel.bhatti@valdansolutions.net)\*