

SEO Checklist 2025 RKC

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📌 Status	To Do
☑ Checkbox	☐

To Do

- ☐ SEO Basics Checklist
- ☐ Technical SEO Checklist
- ☐ On-Page SEO Checklist
- ☐ Keyword Research Checklist
- ☐ Off-Page SEO Checklist
- ☐ Local SEO Checklist
- ☐ Mobile SEO Checklist

SEO Basics Checklist

- ☐ Understand basic SEO concepts and key terms
 - ☐ Add and verify your website with Google Search Console
 - ☐ Add and verify your website with Bing Webmaster tools
 - ☐ Setup Google Analytics and learn how to use basic SEO reports
 - ☐ Check for Google penalties
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Technical SEO Checklist

- ☐ Check your permalink structure and make your URLs SEO Friendly
- ☐ Install SSL and make sure that your website is https
- ☐ Check the 'Coverage Report' in Google search console for errors
- ☐ Check and optimize your robots.txt file
- ☐ Check WordPress visibility settings
- ☐ Check your comment settings and make sure that all comment links are 'nofollow'
- ☐ Optimize your menu and site structure
- ☐ Optimize your XML sitemap and submit to Search engines
- ☐ Check for sitemap errors in Google Search Console
- ☐ Add structured data markup data to your homepage
- ☐ Test your structured data markup implementation
- ☐ Enable breadcrumb menus on all your posts and pages
- ☐ Check that your schema implementation for breadcrumbs is correct
- ☐ Check that all your pages define a canonical URL
- ☐ Implement hreflang if your website is available in more than one language
- ☐ Check and optimize your 404 Page
- ☐ Check and improve the loading speed of your website
- ☐ Use Lazy Loading for images and videos
- ☐ Optimize your logo and favicon

On-Page SEO Checklist

- ☐ Optimize your page titles (including the homepage)
- ☐ Optimize your meta descriptions (including the homepage)
- ☐ Check for your brand name on Google

- ☐ Optimize your website for Google sitelinks
- ☐ Optimize your posts for Google sitelinks
- ☐ Optimize your posts for Google featured snippets using lists
- ☐ Check and optimize the H1 tag for all pages (including the homepage)
- ☐ Check and optimize your page headings
- ☐ Make sure that your target keyword is included in your opening paragraph
- ☐ Add text content to accompany your non-text content
- ☐ Optimize your content for E-A-T
- ☐ Beautify your content (formatting and styling) and make it easy to read
- ☐ Optimize your images
- ☐ Create dedicated image sitemap and submit to Google
- ☐ Optimize your videos and other multimedia elements (with proper schemas)
- ☐ Create a dedicated Video sitemap and submit to Google
- ☐ Optimize titles/description/content of your category pages
- ☐ Check your internal linking strategy
- ☐ Give credit to other high-quality websites

Keyword Research Checklist

- ☐ Understand what are SEO Keywords
- ☐ Understand what are long-tail keywords
- ☐ Learn how to perform keyword research
- ☐ Learn how to use the outcome of keyword research to optimize your content

Off-Page SEO Checklist

- ☐ Learn what is link building and why it's important

- ☐ Learn the basic link building concepts
- ☐ Get links from high authority websites (11 methods)
- ☐ Review your link profile to identify and remove bad links

Local SEO checklist

- ☐ Optimize your logo for local SEO
- ☐ Add NAP information (Name, Address, Phone Number) on ALL your pages
- ☐ Make sure that NAP information is consistent across all channels
- ☐ Add a Google map in the contact information page
- ☐ Register your company with Google My Business
- ☐ Use Schema to give more information about your local business to Google
- ☐ Register your website with relevant directories (examples included)
- ☐ Encourage and reply to every single review on all platforms
- ☐ Seek mentions (links) from the local press

Mobile SEO checklist

- ☐ Run the Google mobile friendly test
- ☐ Check your mobile speed using different tools
- ☐ Test your mobile website on different resolutions
- ☐ Check popup usage on mobile
- ☐ Check that your CTA on mobile are visible and easy to access
- ☐ Consider implementing Accelerated Mobile Pages

