



SEO Checklist

This worksheet is provided to help you get started with SEO.



Table of Contents

Setup your tools	3
Keyword research.....	3
On-Page SEO	3
Technical SEO.....	4
Content.....	4

Setup your tools

Setup website tools that will help you track, improve and fix SEO issues.

- ✓ [Google Search Console](#)
- ✓ [Bing Webmaster Tools](#)
- ✓ [Google Analytics](#)
- ✓ Choose a tool to track your keywords.

Keyword research

Use a tool to identify keywords and long-tail keywords.

- ✓ Moz Keyword Explorer – a great all-around free SEO keyword research tool
- ✓ Google Keyword Planner – good for researching paid keywords
- ✓ Ahrefs – good for simple SEO tools
- ✓ Semrush – good for SEO professionals

On-Page SEO

Optimize your on-page SEO.

- ✓ Include keywords in your URL
- ✓ Use short URLs
- ✓ Front-load keywords in your title tag
- ✓ Use keywords in your content
- ✓ Use keywords in your H1, H2, or H3 tags
- ✓ Optimize images
- ✓ Use external links
- ✓ Use internal links

Technical SEO

Take time to ensure your site runs well.

- ✓ Identify and fix crawl errors
- ✓ Find out how Google views your page (Google search console)
- ✓ Make sure your site is mobile friendly
- ✓ Fix broken links
- ✓ Secure your site with SSL (HTTPS)
- ✓ Check your sites loading speed and optimize it

Content

Take time to improve your content.

- ✓ Create amazing content
- ✓ Cover your page's topic in-depth
- ✓ Use schema markup
- ✓ Use multimedia (Images, infographics, videos, charts, etc.)