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SEO CHECKLIST THAT WORKS

SEO RESEARCH CHECKLIST

Name	Priority	Status
Audience Research	High	
Keyword Research	High	
Page Planning	High	
Content Planning	High	
Localization	High	
User Experience Plan	High	
Media Planning (Photos/Video)	Medium	
Execution Planning	High	
Manager	High	
People	High	
Tools	Medium	
Credentials	High	
KPI	High	

Note:
1. Unplanned or unclear marketing campaigns often waste money, and resources, in the worst business closure.
2. Keeping the plan ready so that a manager can take over and get the work done by marketing executives increases the project success probability by 90%.
3. Setting the right KPI and having clear differentiation and long-term value understanding makes the project sustainable and alive and ends up achieving long-term low-cost growth.

ON-PAGE SEO CHECKLIST

(For CMS users)

Name	Priority	Status
Audience Research	High	
Keyword Research	High	
Title Tags	High	
Meta Descriptions	High	
URL Structure	Medium	
Heading Tags	Medium	
Content Optimization	High	
Image Optimization	Medium	
Internal Linking	Medium	
Mobile-Friendliness	High	
User Experience	High	
Intent Optimization	Medium	
Original Content	High	
JSON Schema	Medium	

Note: Technical SEO is often taken care by CMS developer. Popular CMS in the market are Wordpress, Drupal, Zoomla, Shopify and etc.

Original Content:

Creating unique and valuable content is crucial for on-page SEO. Focus on producing high-quality content that is relevant to your target audience. Incorporate relevant keywords naturally, provide in-depth information, and aim to answer users' queries.
Tools: PlagiarismChecker.net, QueText

Local SEO:

If your business has a physical location, optimizing for local SEO is essential. Ensure your website includes accurate business information, such as name, address, and phone number (NAP). Claim and optimize your Google My Business listing and get listed in relevant local directories.
Tools: GMB, Zapier, HootSuite

Brand Mentions:

Building your brand presence online is important. Monitor and engage with brand mentions across the web. Encourage customers to leave reviews and testimonials on platforms like Google, Yelp, and industry-specific review sites. Respond to feedback, both positive and negative, in a timely and professional manner.
Tools: Google Alert, Brandwatch

Backlinks/Citations:

Acquiring high-quality backlinks from authoritative websites is an important off-page SEO factor. Focus on building a natural backlink profile by creating valuable content that other websites want to link to. Additionally, for local SEO, obtaining citations (mentions of your business's NAP) in reputable directories is essential.
Tools: Ahrefs, SEMRush

ON-PAGE SEO OVERVIEW

Social Media Engagement:

Actively engage with your audience on social media platforms like Facebook, Twitter, Instagram, and LinkedIn. Share your content, respond to comments and messages, and foster relationships with your followers. Encourage social sharing of your content to increase its reach and visibility.
Tools: Hootsuite, SocialPilot

Online Reputation:

Managing your online reputation is crucial for maintaining a positive brand image. Monitor reviews, comments, and mentions about your brand. Respond to customer feedback promptly and professionally, addressing any concerns or issues. Encourage satisfied customers to leave positive reviews and testimonials.

Mentions by Influencers:

Building relationships with influencers or thought leaders in your industry can help amplify your brand's reach. Seek opportunities to collaborate with influencers through content partnerships, guest blogging, or social media campaigns. Influencer mentions and endorsements can positively impact your brand's visibility and credibility.
Tools: Google Alert, Brandwatch

Schema:

JSON Schema is a structured data markup format used to provide search engines with additional context about your website's content. By implementing JSON Schema, you can help search engines better understand and interpret your content, which can enhance search engine visibility and improve your chances of appearing in rich results and featured snippets.
Tools: ChatGPT/technicalseo.com

OFF-PAGE SEO CHECKLIST

Name	Priority	Status
Original Content	High	
Local SEO	Medium	
Brand Mentions	Low	
Intent Optimisation	High	
Backlinks/Citations	High	
Social Media Engagement	Medium	
Online Reputation	Medium	
Mentions by Influencer	Medium	

Original Guest Post Content:

Original guest post content involves creating unique and valuable content that is published on external websites or blogs within your industry. Guest posting allows you to reach new audiences, establish your authority, and earn valuable backlinks to your website. By providing high-quality content to other platforms, you can expand your reach, attract new visitors, and enhance your overall SEO efforts.

Tools: PlagiarismChecker.net, QueText

Local SEO(if applied) :

Local SEO focuses on optimizing your online presence to attract customers in a specific geographic area. It involves techniques like optimizing your website with local keywords, claiming and optimizing your Google My Business listing, getting listed in relevant local directories, and managing online reviews. Local SEO helps businesses increase their visibility in local search results and attract more customers from their target area.

Brand Mentions:

Brand mentions refer to instances where your brand or business is mentioned on other websites, social media platforms, or online forums. These mentions can be in the form of reviews, testimonials, interviews, or simply discussions about your brand. Brand mentions play a significant role in building brand awareness, credibility, and reputation. Monitoring and engaging with brand mentions allows you to manage your online presence and foster positive relationships with your audience.

Intent Optimization:

Intent optimization involves aligning your website content with the intent behind users' search queries. By understanding the purpose of different search queries (informational, transactional, or navigational), you can optimize your content to provide the most relevant and valuable information. Intent optimization helps improve your website's visibility in search results and ensures that users find the information they are seeking, resulting in better user experience and engagement.

Backlinks/Citations:

Backlinks and citations are references to your website from other websites. Backlinks are links that point back to your website, while citations are mentions of your business's name, address, and phone number (NAP). Acquiring high-quality backlinks and citations from reputable and relevant sources is important for SEO. They indicate to search engines that your website is trustworthy and authoritative, leading to improved search rankings and organic traffic.
Tools: Ahrefs, SEMrush

Social Media Engagement:

Social media engagement involves actively interacting with your audience on social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and others. It includes sharing content, responding to comments and messages, running contests or promotions, and building relationships with your followers. Social media engagement helps increase brand visibility, drive website traffic, and foster a loyal community of followers.

Online Reputation:

Online reputation management involves monitoring and managing the perception and reputation of your brand or business online. It includes monitoring online reviews, comments, and mentions, and actively responding to feedback. By addressing customer concerns, maintaining a positive online presence, and promoting positive customer experiences, you can build and maintain a strong online reputation.

Mentions by Influencers:

Influencer mentions refer to instances where influential individuals or thought leaders in your industry mention or endorse your brand, products, or services. Influencers have a significant following and can help amplify your brand's reach and credibility. Collaborating with influencers through partnerships, sponsored content, or social media campaigns can lead to increased brand visibility, audience engagement, and potential new customers.

Job Listing:

Job listing increases branded search, and improves local authority in the region.

WEEKLY ACTION PLANNER

Name: _____   Website: _____

GOAL: _____   KPI: _____

Activity	Su	Mo	Tu	We	Th	Fr	Sa
Website Content Planning	✓						

Note: This workflow is Idea for Freelancer/small team. For large teams, google Sheets or a large project management application ie: Aasana should be used.

DAILY ACTION PLANNER

DATE:..

LONG TERM GOAL

ENERGY	☀ ☁ ⛅ 🌧 ❄

MOOD	😄 🙂 🙁 😐 🤒 😣

TOP 3 PRIORITIES

1 _____
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2 _____
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3 _____
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TO-DO LIST

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DON'T FORGET

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