

Search Engine Optimisation (SEO) Checklist

We've put together a checklist to help you start your journey with SEO.

The following tips are basic tasks but they cover the main focus areas of SEO and are the foundation of a successful SEO strategy.

SEO Checklist

SEO Basics

	SEO Task	Recommended Tools
	Set up Google Search Console and Bing Webmaster Tools	Google Search Console Bing Webmaster
	Set up Google Analytics	Google Analytics
	Install and Configure an SEO Plugin (WordPress)	Yoast SEO Plugin (Wordpress)
	Create and Submit a Sitemap	Google Search Console
	Create a Robots.txt File	Your website
	Check Search Console for Manual Actions	Google Search Console
	Make Sure Google Can Index Your Website	Google Search Console

SEO Checklist

Keyword & Competitor Research

	SEO Task	Recommended Tools
	Find Your Main Converting Keywords	Google Search Console
	Create a Keyword List	Excel Google Search Console SEMrush
	Find Long-Tail Keyword Variations	SERPs (PAA) SEMrush Answerthepublic Alsoasked
	Analyse the Intent of Pages That Rank	SEMrush Internal knowledge
	Identify Questions People Ask	SERPs (PAA) SEMrush Answerthepublic Alsoasked
	Identify Your Competitors	SERPs SEMrush Ahrefs Internal knowledge
	Understand Your Ranking Difficulty	SEMrush Google Search Console

SEO Checklist

Technical SEO

	SEO Task	Recommended Tools
	Become familiar with Search Central for detailed troubleshooting	Search Central
	Make Sure You're Using HTTPS	Screaming Frog Browser Google Search Console
	Ensure all pages are on HTTPS and not HTTP	Screaming Frog
	Use an SEO-Friendly URL Structure	Screaming Frog
	Find and Fix Crawl Errors (such as 404 errors)	Screaming Frog Google Search Console
	Check for Duplicate Versions of Your Site in Google's Index (staging for example)	SERPs
	Check for issues around canonical tags	Screaming Frog
	Improve Core-Web-Vitals (around user experience)	PageSpeed Insights Screaming Frog Google Search Console
	Check Temporary 302 Redirects	Screaming Frog
	Fix Broken Internal and Outbound Links	Screaming Frog
	Make Sure Your Website Is Mobile-Friendly	Mobile Friendly Testing Tool
	Add Structured Data (and ensure it works)	Screaming Frog Schema Validator Rich Results Test
	Check Your Site's Crawl Depth	Screaming Frog
	Find and Fix Redirect Chains and Loops	Screaming Frog

SEO Checklist

On-Page & Content

	SEO Task	Recommended Tools
	Find and Fix Duplicate, Missing, and Truncated Title Tags	Screaming Frog
	Find and Fix Duplicate and Missing Meta Descriptions	Screaming Frog
	Find and Fix Multiple H1 Tags	Screaming Frog
	Find and Fix Keyword Cannibalisation Issues	Google Search Console
	Find and Fix Orphan Pages	Screaming Frog
	Improve Title Tags, Meta Tags, and Page Content	Screaming Frog
	Audit Your Site's Existing Content	Google Analytics Google Search Console Manual Checks
	Ensure Your Site's Content Is up to Date	Manual Checks
	Ensure Images Use Alt Text	Screaming Frog
	Improve Internal Linking	Screaming Frog

SEO Checklist

Off-Page

	SEO Task	Recommended Tools
	Analyse Your Competitors' Link Profiles	Majestic
	Conduct a Backlink Gap Analysis	Majestic
	Turn Unlinked Mentions Into Links	SEMrush
	Find New Link Building Opportunities	Majestic SEMrush
	Set up and Optimise Google Business Profile	Google Business Profile (Previously Google my Business)