

THE OUTRIGHT **SEO** CHECKLIST

SEO Basics

- ☐ Set up GSC and Bing Webmaster tools.
- ☐ Set up Google Analytics.
- ☐ Generate and submit a sitemap.
- ☐ Create a Robots.txt file.
- ☐ Install and configure an SEO plugin (WordPress).
- ☐ Check Search Console for manual actions.
- ☐ Make sure that your website is indexed.



Keyword Research

- ☐ Identify your competitors.
- ☐ Find your main 'money' keywords.
- ☐ Find long-tail keyword variations.
- ☐ Create a keyword map.
- ☐ Identify the intent of pages that rank.
- ☐ Identify questions that are being asked.
- ☐ Understand how difficult it is to rank for target keywords.



On-Page and Content

- ☐ Fix duplicate, missing, and truncated title tags.
- ☐ Find and fix duplicate and missing meta descriptions.
- ☐ Find and fix multiple H1 tags.
- ☐ Improve title and meta tags, and page content.
- ☐ Run a content audit and prune content.
- ☐ Ensure images use ALT tags.
- ☐ Improve internal linking.
- ☐ Find and fix keyword cannibalization.
- ☐ Find and fix orphaned site ages.
- ☐ Make sure your content is up to date.



Off-Page SEO

- ☐ Analyze your competitor's link profile.
- ☐ Conduct a link intersect analysis.
- ☐ Turn unlinked mentions into links.
- ☐ Find new link building opportunities.
- ☐ Set up and optimize your Google My Business profile.



Technical SEO

- ☐ Make sure you are using HTTPS.
- ☐ Check for duplicate versions of your site.
- ☐ Find and fix crawl errors.
- ☐ Improve site speed.
- ☐ Fix broken internal and outbound links.
- ☐ Find and fix HTTP links on HTTPS pages.
- ☐ Use an SEO-friendly URL structure.
- ☐ Add structured data.
- ☐ Check the page depth.
- ☐ Check temporary 302 redirects.
- ☐ Find and fix redirect chains and loops.



Web Design & Development



I can help you create a well-designed, functional, user-friendly, and attractive WordPress website that fits your business ambitions. The created website will give you the balance of aesthetically pleasing design, enjoyable user experience, and delivering superb functionality.

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