

SEO CHECKLIST V3.1

by [Simply The Web](#)

A. Keyword Research

	Checked?
<p>A.1 - Competitive research</p> <p>Spy on your competitors websites using seobook.com keyword analyser or just right click on their website and search for <code><meta name="keywords" content="</code></p> <p>Resource/s http://tools.seobook.com/general/keyword-density/</p>	
<p>A.2 – Plan your list of keywords</p> <p>Create your own keywords list by drawing a grid of words your target, customer might use. Split the words into different prefixes and suffixes. Then combine them into one giant list using the free Mergewords.com tool.</p> <p>Resource/s http://mergewords.com</p>	
<p>A.3 - Find traffic data for your keyword list</p> <p>Sign up to a free Google AdWords account and access the keyword planner tool to get information on how much traffic your keywords receive in Google</p> <p>Resource/s http://www.google.com/intl/en/adwords/</p>	
<p>A.4 – Find keywords for easy rankings</p> <p>Using Moz’s Keyword Difficulty Tool, type the keywords from your list then ‘check difficulty.’ SERP analysis reports will show you stats for pages in the top 10.</p> <p>Resource/s https://moz.com/researchtools/keyword-difficulty</p>	

B. On Site SEO

	Checked?
<p>B.1 – Allow search engines friendly URLs</p> <p>Enable the option in your CMS or ask your developer to do so.</p>	
<p>B.2 - Ensure that the site menu is made of words – not images If your website do not have the main navigation featured in text, your internal pages will almost be invisible to Google and other search engines.</p>	
<p>B.3 - Add links to pages you want visible to search engines and visitors on the home page</p> <p>By adding the right internal links you make sure Google understands the relevance of pages, the relationship between pages and the value of pages.</p>	
<p>B.4 - Ensure that your chosen keywords are on your page</p> <p>Your goal is to ensure that your content is fully optimized for your chosen keywords so that the search engine is encouraged to rank you higher Linking to your most high-ranking pages to signal to search engines that your content is relevant to these keyword searches Then also make sure they appear in places like the meta tags, h1 tags, image alt tags, etc.</p>	
<p>B.5 - Ensure that you have related phrases in your content along with your main keywords</p> <p>Use Ubersuggest.io to find related keywords you can add in your webpages</p> <p>Resource/s https://ubersuggest.io/</p>	
<p>B.6 - Fill out the meta tags on your site</p> <p>By using the CMS your site is built on, or an additional plugin. Character limit: 230 for meta description, 60 for meta title tags</p>	
<p>B.7 Analyse your website for load speed improvements</p> <p>Resource/s https://tools.pingdom.com/ https://developers.google.com/speed/pagespeed/insights/</p>	
<p>B.8 - Improve load speed - By compressing images over 200kb</p>	
<p>B.9 - Add sitemaps.xml in the main directory of the site Wordpress, Magento and Shopify has this automatically added.</p>	

Resource/s http://xml-sitemaps.com	
B.10 Add robots.txt in the main directory of the site The robots.txt file is a simple text file placed on your web server which tells web crawlers like Googlebot if they should access a file or not.	
B.11 Add canonical tag for duplicates If you have duplicate content, add a canonical tag to original version so Google determines which page you want listed in the search results.	
B.12 Make sure your site is mobile friendly Resource/s https://www.google.com/webmasters/tools/mobilefriendly/	
B.13 Avoid using too much plugins and/or applications. This may significantly increase page loading time	
B.14 Avoid using too much ads As sites with spams and aggressive ads are often poorly ranked in search results	
B.15 Fix any 404 errors in your site By finding them in Google Search Console, click on the error and then click 'Linked From' to find the pages with the broken links. Resource/s https://www.google.com/webmasters/tools/home	

C. Link Building

	Checked?
C.1 – Add your site to high-quality business directories Resources: https://biz.yelp.co.uk/ http://www.linkedin.com/companyad/show https://www.yell.com/free-listing/ https://www.freeindex.co.uk/tour(business).htm https://admin.centralindex.com/add/index-card	
C.2 - Create videos and post on YouTube Make sure to have your targeted keyword or relevant keywords occurring on the page somewhere Resource/s http://youtube.com	

<p>C.3 - Reach out to quality sites with broken links on their pages</p> <p>Convince the site admin to provide an updated link to your site Use the formulas below to find potential pages with broken links, replacing “keyword” with the keyword you are targeting: “keyword” useful links “keyword” useful</p>	
<p>C.4 - Track mentions of your brand</p> <p>If you see a mention of your brand without a link, send a quick email to the author, and they will often be happy to link to your site .they will often be happy to link to your site.</p> <p>Resource/s http://socialmention.com http://en.mention.com</p>	
<p>C.5 Build relationships with bloggers in your niche</p> <p>Try creating or curating popular blog posts into a top-level summary, then send a quick email to the bloggers mentioned, let them know, and very politely ask for a mention or link back</p>	
<p>C.6 Give out testimonials to earn high quality, relevant links</p> <p>Look for businesses or services with a testimonials page a, or a testimonials on their homepage. Speed up your search with a couple of Google search queries:</p> <p>"keyword" +testimonials "keyword" +recommendations "keyword" +"client testimonials" "keyword" +"what customers say" "keyword" +"what our customers say"</p>	
<p>C.7 - Check your competitor's backlinks</p> <p>Find link opportunities to build links pointing to your site</p> <p>Resource/s https://moz.com/researchtools/ose/ https://www.semrush.com</p>	

D. Social Media

	Checked?
<p>D.1 – Create a Google+ business profile Resource/s http://plus.google.com</p>	

D.2 - Create a Facebook business profile Resource/s http://facebook.com	
D.3 - Create a Twitter business profile Resource/s http://twitter.com	
D.4 - Create a LinkedIn business profile Resource/s http://linkedin.com	
D.5 - Create a Pinterest business profile Resource/s http://pinterest.com	
D.6 - Create a Instagram business profile Resource/s http://instagram.com	

E. Local SEO

	Checked?
<p>E.1 – Verify your business profile on Google My Business</p> <p>Fill out as much information as possible on your Google My Business profile, including description, category associations, images and videos</p> <p>Resource/s https://www.google.com/business/</p>	
<p>E.2 – Put NAP info on your site</p> <p>NAP stands for, Name, Address, Phone. Include those somewhere on your website in a H1 or H2 tag, this could be your contact page or home page. Also include your full business name, address and phone number somewhere on your site.</p>	
<p>E.3 – Add schema.org tags in your website mark-up</p> <p>Follow the schema.org tag specification for local businesses</p> <p>Resource/s https://schema.org/LocalBusiness</p>	
<p>E.4 - Build reviews for your business</p> <p>By including links to your business Google My Business page on your site, email signatures, flyers, and business cards, prompting customers to leave a review. Encourage customers at the end of each sale or transaction to leave a review.</p>	
<p>E.5 - Cross-check your business listings for correct NAP data</p> <p>NAP stands for name, address and location. These details need to be consistent across your Google My Business listing, website contact page, and external business listings.</p>	

F. SSL Upgrade

	Checked?
F.1 – Install a security certificate Contact your web host or domain registration provider for this. Common fees can range from 50 to £300 per year depending on the type of certificate.	
F.2 – Make sure both HTTPS and HTTP versions of your site continue to run.	
F.3 – Upgrade all internal resources and internal links in your HTML code to use relative URLs This includes references to HTML files, CSS files, Java script files, images, and all other files referenced in your HTML code. This means instead of referring to internal resources in the website code with an absolute address (e.g. 'http://www.yourwebsite.com/picture.jpg'), it should use a relative address (e.g. './picture.jpg')	
F.4 - Update all of your canonical tags to point to the new HTTPS version of your site	
F.5 - Upload 301 redirects for all HTTP URLs to point to the new HTTPS secured URLs	
F.6 - Verify the new HTTPS version of your site in a new profile in Google Search Console. Resource/s https://www.google.com/webmasters/tools/home	
F.7 - Upload an XML sitemap to the new HTTPS Google Search Console profile This sitemap should include all of the old HTTP pages from your site and the new HTTPS pages. We are submitting the old pages to encourage Google to crawl the old pages and register the redirects. Resource/s https://www.google.com/webmasters/tools/home	
F.8 - Update all links on your social media accounts and other marketing materials Make sure they all point to the new URLs.	