

TASKS	STATUS	NOTES
SEO - The StartUp Foundation (12 tasks)		
Install Google Tag Manager (GTM) on your website		
Check & Set Up Google Analytics (plugins available for most platforms)		
Set up Google Search Console (GSC)		
Setting up Bing Webmaster Tools		
Connect and add Google Search Console data to Google Analytics		
Install Rank Math SEO or comparable SEO tool on your website		
Improve TrustRank adding Trust Pages: About us, Contact, Privacy Policy and TOS (Terms of Service)		
Improve TrustRank with Public WHOIS and Domain Registration (long term registration is more favorable)		
Get a SSL certification		
Configure HTTPS		
Set Up keyword rank tracking with a tool like Moz or SEMrush		
Set Up backlinks monitoring (use Moz, SEMrush, Ahrefs, etc.)		
SEO - User Experience (8 tasks)		
Configure permalinks / SEO friendly URLs		
Check if your website is mobile friendly		
Check your website loading time		
Keep URLs short		
Check and optimize your 404 Page		
Make it easy to share your content		
Claim your brand on Social networks		
Record user sessions & heatmaps to understand your users experience		
SEO - Performance (12 tasks)		
Use a top-performing web host		
Check the server is located close to your service area		
Use a CDN		
Check for Gzip compression		
Check for HTTP/2		
Use a caching solution		
Minify JS/CSS files (there are plugins for this)		
Resize large images at upload		
Compress and optimize images (plugins are available for most platforms)		
Lazy load images & iframes (YouTube embeds, etc)		
Keep up to date technology (Wordpress Plugin/Theme/Software)		
Optimize database (cleaning old files, etc.)		
SEO - Technical SEO (15 tasks)		
Check for HTTPS		
Check for one single WWW version		
Fix mixed content (this warning may popup on your website)		
Create an XML sitemap manually & add it to Google Search Console (GSC)		
Create a robots.txt File		
Consolidate duplicate URLs with Canonical tag (there are plugins/extensions available)		



Check and fix broken links (use a tool like SEMrush)		
Check and fix redirects		
Fix missing and duplicate meta titles and descriptions		
Use redirects properly		
Check for index coverage issues		
Check for manual penalties		
Important information should be kept at maximum 3 clicks from reach		
Use "noindex" and "nofollow" tags properly		
Disable irrelevant pages from being indexed (noindex)		
SEO - Content (11 tasks)		
Create a comprehensive SEO Content Strategy		
Keyword Research		
Create long-form content		
Create 10x Content		
Identify & fix content cannibalization		
Identify and fix duplicate content		
Create Content Hubs		
Update content on a regular basis		
Add content to your categories		
Build up Google E-E-A-T		
Outsource (if necessary) & scale content writing		
SEO - On-Page SEO (18 tasks)		
Write for your target audience, not for search engines		
Target keywords should match user intent		
Target keyword should be in the URL, Title, and Heading		
Understand and use LSI keywords in your copy		
Use focus keyword in 1st paragraph		
Use a single H1 on each page		
Create engaging, yet SEO-oriented meta title		
Write a strong and relevant meta description		
Use subheadings for content hierarchy		
Format and style the content with best practices		
Implement internal linking - link to relevant and related pages		
Link out to relevant, authoritative websites		
Name your images with appropriate descriptions		
Set images alt text		
Check for social markup		
Check user on-page time		
Aim for featured snippet - creating relevant content will support this endeavor		
Don't over-optimize - always plan and analyze content prior to revamping		
SEO - Off-Page SEO (11 tasks)		
Create a comprehensive link building strategy		
Complete a competitive analysis to find SEO opportunities		

Build foundational links		
Interlink social networks		
Create a guest blogging campaign for link building on industry related blogs		
Create a resources page link-building campaign		
Ask partners you've worked with previously or currently for a link on their website		
Turn brand mentions into links		
Use social signals to boost your page rankings		
Create a schedule for social posting		
Blog commenting for link building		
SEO - Local SEO (16 tasks)		
Claim Google My Business listing		
Claim Yelp listing		
Claim Bing Places for business listing		
Optimize directory listings		
Get on general relevant directories		
Get on niche-specific directories		
Reach out for reviews		
Reply to reviews, feedback, or posts		
Publish Google posts		
Check for site-wide NAP details		
Have consistent NAP details across the Site		
Have consistent NAP details on listings & social networks		
Have a content strategy targeting local topics and locations		
Claim brand mentions on local sites		
Add local business markup to your homepage		
Geotag your pictures		
Content Distribution - Email Distribution (3 tasks)		
Craft a unique email to promote your new content (Blog Post, Podcast, Video)		
Send that email to all your mailing list subscribers		
Update your signature to include a reference to your latest article saying: "Check out my latest" or something clever		

How to use the checklist effectively

- The checklist is organized into categories: On-Page SEO, Technical SEO, Off-Page SEO, Content, and Analytics.
- Use columns for Task, Status (To Do, In Progress, Done), Priority, Owner, and Notes.

Customize the checklist for Your Needs

- Adjust tasks based on your SEO goals and project scope.
- Add filters or color codes for priority and completion status.

Assign & Track Progress

- Assign tasks to team members and set deadlines.
- Update the status regularly to monitor progress.

Use Conditional Formatting (optional)

- Apply color coding:
- Green = Completed
 - Yellow = In Progress
 - Red = Needs Attention

Integrate with SEO Tools

Link relevant data from Google Search Console, Analytics, and SEO platforms (Ahrefs, SEMrush) to validate progress.

Review & Optimize

Conduct weekly or monthly reviews to check progress and make adjustments. Keep the checklist updated based on SEO trends and algorithm changes.