

## 32-Point One-Time SEO Checklist

### Keyword Research

- Research high-intent keywords and create a list
- Identify “low hanging” keyword opportunities
- Estimate search volume for keywords

### On-Site

- Page titles are unique, descriptive and SEO friendly
- Meta descriptions included
- Header tags are used properly
- Image ALT tags are optimized
- Check for canonical issues
- XML sitemap has been generated and added to root of website
- robots.txt is generated and added to root of website
- 301 redirects are set if necessary from old site
- Website can be accessed by search engines (remove noindex, nofollow for pages)
- SSL certificates successfully installed
- Check for broken internal and outbound links
- Ensure site is visible to search engines

### Markup

- HTML has passed validation (or known issues noted)
- CSS has passed validation (or known issues noted)

### Page Speed Optimisation

- Images have been optimized
- CSS is minified and combined
- JavaScript is minified and combined (as much as possible)
- Enable gzip compression
- Ensure only necessary fonts, weights and character sets are installed
- Run Google speed test and optimise accordingly (record score and known issues)
- Run Web page test and optimise accordingly (record results)
- Incorporate CDN / Caching as required

## **Analytics**

- Google Analytics and relevant analytics/tracking tools installed
- Goals are set up to measure website conversion rate.
- Google Search Console is set up and sitemap is submitted

## **Social**

- Open Graph tags included across website and appropriate? (including images where possible)
- Social accounts integrated, linking to correct URLs and use API for integrations

## **Miscellaneous Off-Site**

- Check for broken backlinks
- Optimize Google My Business page