SEO Best Practices Checklist

To recap what we've covered, here's a quick checklist you can reference:

Content Strategy

- [ ] See which pages are indexed by search engines
- [ ] Revisit audience personas
- [ ] Audit content strategy's performance (if you already have one)
- [ ] Conduct keyword research
- [ ] Analyze backlink profile
- [ ] Build an internal linking strategy
- [ ] Build an action plan to tackle issues you found
- [ ] Create or update your content strategy's goals, KPIs, target personas, tactics, creation process, and projects

On-site Optimization

- [ ] Perform ongoing technical audits using a site-crawler tool
- [ ] Test site speed and mobile-friendliness
- [ ] Improve site speed by removing/resizing images and enabling browser caching
- [ ] Examine site structure and navigation
- [ ] Analyze structured data
- [ ] Optimize images and video content with alt titles, tags, and meta descriptions

Off-site Optimization

- [ ] Monitor and respond to customer reviews
- [ ] Build backlinks to your blog posts and other content
- [ ] Build a social presence on platforms where your audience is

Content Creation

- [ ] Build content hubs and clusters
- [ ] Add quality, relevant visuals to blog content
- [ ] Use video content with engaging thumbnails
- [ ] Optimize your content with skimmable subheadings, title tags, relevant internal/external links, meta descriptions, easy-to-read sentences, keywords (without overstuffing)
- [ ] Create videos from content to post on blog and social media platforms