SEO Checklist For Your New Website

Technical SEO

- [ ] Check your page load speeds
- [ ] Optimize your crawl budget
- [ ] Ensure all your site elements are crawlable
- [ ] Check for mobile-friendliness
- [ ] Check link integrity and repair broken paths
- [ ] Use structured data markup to enhance your SERP appearance
- [ ] Fix any 301 redirect loops

On-page SEO

- [ ] Optimize your tags
- [ ] Use singular H1 tags for clear content structure
- [ ] Elevate your titles, meta tags, and content
- [ ] Include alt text with images
- [ ] Strengthen your internal linking
- [ ] Address keyword cannibalization
- [ ] Diversify your content

Off-page SEO

- [ ] Identify relevant link-building prospects
- [ ] Launch a link outreach campaign for your new site
- [ ] Conduct a backlink gap audit
- [ ] Turn unlinked mentions into links
- [ ] Ensure you have a strong social media strategy