



SEO Optimization Checklist

A practical list of on-page, off-page, and technical SEO tasks to help improve search rankings and boost organic traffic.

Project Context

Site/URL: _____

Primary goal (traffic/leads/sales): _____

Top 3 keywords/topics: _____

Target location(s): _____

Owner / SEO lead: _____

On-Page SEO

- ☐ Unique, descriptive title tags (50–60 chars) and meta descriptions (120–155).
- ☐ H1 present; logical H2/H3 hierarchy; one H1 per page.
- ☐ Primary keyword in title, H1, opening paragraph, and naturally in body.
- ☐ Compelling intro; clear CTA; scannable headings and short paragraphs.
- ☐ Internal links to relevant pages; fix orphan pages.
- ☐ Images compressed; descriptive filenames; alt text written.
- ☐ Schema where relevant (Article, Product, FAQ, Breadcrumb).
- ☐ Clean, human-friendly URLs; avoid parameters for primary pages.

Technical SEO

- ☐ XML sitemap generated and submitted in Google Search Console.
- ☐ Robots.txt allows essential crawling; block duplicate/staging paths.
- ☐ Canonical tags configured; no duplicate content issues.
- ☐ HTTPS enforced; HTTP -> HTTPS redirects; no mixed content.
- ☐ Core Web Vitals acceptable (LCP, CLS, INP).
- ☐ Lazy-load media; defer/minify CSS/JS where safe; caching enabled.
- ☐ Mobile-friendly: responsive layout, tap targets, fonts readable.
- ☐ 404 page exists; 301 redirects for removed/moved URLs.

Content & Off-Page

- ☐ Content plan maps keywords to pages; covers search intent.
- ☐ Update/refresh top pages with better E-E-A-T signals.
- ☐ Acquire relevant backlinks; avoid spammy link schemes.
- ☐ Local SEO: GMB profile complete; NAP consistent across citations.
- ☐ Social profiles linked; share buttons present; UTM tags for campaigns.

Analytics & Tracking

- ☐ GA4 installed; goals/conversions defined.
- ☐ GTM used for tags; preview/debug validated.
- ☐ Search Console verified; sitemaps submitted; fix coverage issues.
- ☐ Track 404s and server errors; alerting enabled.
- ☐ Set up rank tracking for priority keywords.

Sign-Off

Prepared by: _____

Reviewed by: _____

Date: _____