SEO Checklist 2025
ON-PAGE SEO

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Keyword Research

Selection
Keyword research comes down to your goals as a site owner. Weather it is a blog or a e-commerce business you have to understand the holistic view of your business and its vertices.

Balance
When choosing keywords focus 60-70% of your time on long-tailed phrases to help your site maximize potential quality reach.

Evaluation
Evaluate these metrics when planning:
- Volume
- CPC
- Keyword Difficulty

Tools
Use tools like Google Keyword Planner, Serpstat, or Semrush.

Content Optimization

Primary Keywords
Place primary keywords in:
- Page titles (H1 tag).
- First 100 words of the content Google weights these words the most.
- Meta descriptions include natural sentences.

Content
Create high-quality, original, and engaging content.
- Take your time and evaluate winning competition

Structure
Use headings (H1, H2, H3) logically to structure content.
- Research how to structure a page

Linking
Add internal links to related pages for improved crawlability.

URL Structure

Length
- Keep URLs short, descriptive, and include your target keyword.
  - Avoid long urls with special characters and numbers this slows down your site.
  - Check your urls by going to google and searching "site:yourdomain.com"

Structure
Use hyphens to separate words (e.g., example.com/seo-checklist).

Meta Tags

Writing
Write unique, compelling meta titles and descriptions for every page.

Length
Keep title tags under 60 characters and meta descriptions under 155 characters.

Strategy
Include call-to-action phrases in meta descriptions.

Image Optimization

File name
Use descriptive, keyword-rich file names (e.g., seo-checklist.png).

Alt Tags
Add ALT tags with relevant keywords to describe images. This helps provide relevancy to your image.

Compress Files
Check the size of your content and use compacting tools to reduce files size such as tidy.

Site Structure

Setup
Create a logical hierarchy with categories and subcategories.

Optimize
Use breadcrumbs to improve navigation and SEO.

XML Sitemap

Google Search Console
Generate and submit an XML sitemap to Google Search Console.

Check Errors
Make sure that your site map does not contain 404 errors.

Proper Content
Ensure all important pages are included.

Robots.txt

Configure
Configure the robots.txt file to allow/disallow crawlers where needed.

Duplicate Content
Block non-essential pages like admin or duplicate content pages.

Canonical Tags

Avoid Duplications
Use canonical tags to avoid duplicate content issues.

Proper Assignment
Ensure they point to the preferred version of the URL.

Schema Markup

JSON
Add structured data (e.g., FAQ, reviews, product schema) using JSON-LD or Google's Structured Data Markup Helper.

Test
Test schema markup with Google's Rich Results Testing Tool.

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HTTPS/SSL

Security
Ensure the entire site is secured with HTTPS.

Warnings
Check for mixed-content warnings on all pages.

404 and Redirects

404s
Create a custom 404 error page to retain users.

301 Redirects
Use 301 redirects for broken or outdated pages to preserve link equity.

Core Web Vitals

Core Vitals

Optimize for Google's Core Web Vitals:
- LCP (Largest Contentful Paint): Improve load speed.
- FID (First Input Delay): Minimize response time.

CLS

CLS (Cumulative Layout Shift): Reduce visual instability.

Indexing

Check indexed pages
Check indexed pages using the site:example.com search command.

Google Search Console

Use Google Search Console to detect indexing issues.

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Backlink Building

Selection

Acquire quality backlinks from authoritative sites in your niche.

Balance

Use outreach strategies like guest blogging and resource pages.

Evaluation

Avoid spammy, low-quality backlinks.

Social Media Signals

Google Business

Share content across social platforms for visibility.

Local Citations

Engage with your audience to drive traffic to your site.

URL Structure

Repurpose

Repurpose blog posts into videos, infographics, or slides.

Share

Share on forums, Reddit, and niche communities.