

Keyword Research & Strategy

- Find high-intent keywords using SEMrush and Google Keyword Planner.
- Analyze competitor keywords using Ahrefs and Backlinko's SEO checklist.
- Optimize for voice search using long-tail, conversational queries.
- Use Semantic SEO to cover related terms and topics.

On-Page SEO Essentials

- Optimize title tags (under 60 characters) and meta descriptions (under 160 characters).
- Use structured headings (H1, H2, H3) for better readability.
- Implement internal linking to boost authority and navigation.
- Optimize images with descriptive alt text and compression.
- Ensure content depth with value-driven, well-structured information.

Technical SEO Fundamentals

- Ensure mobile-friendliness with Google's Mobile-Friendly Test.
- Improve page speed using Google PageSpeed Insights.
- Secure site with HTTPS certification.
- Submit XML sitemap and robots.txt to Google Search Console.
- Fix broken links and apply 301 redirects.

Off-Page SEO & Link Building

- Leverage guest blogging on high-domain authority websites.
- Implement broken link building by replacing outdated links with your content.
- Boost social media signals to increase engagement.
- Gain authoritative brand mentions and PR coverage.

Local SEO Optimization

- Optimize Google My Business profile with regular updates.
- Ensure NAP (Name, Address, Phone Number) consistency across all directories.
- Encourage customer reviews on platforms like Yelp and Bing Places.
- Use geo-targeted keywords for local search rankings.

SEO Checklist

SEO Analytics & Performance Tracking

- Monitor traffic, crawl errors, and indexing issues with Google Search Console.
- Track organic traffic, bounce rates, and conversions using Google Analytics 4.
- Use SEMrush, Ahrefs, or Moz for rank tracking.
- Analyze user behavior with heatmap tools like Hotjar.

Prioritizing SEO Work

- Quick Wins (High-Impact, Low-Effort): Title tag optimization, fixing broken links, improving page speed.
- Long-Term Growth (High-Impact, High-Effort): SEO audits, comprehensive content, authoritative backlinks.
- Maintenance Tasks (Low-Impact, Low-Effort): Updating local citations, keyword monitoring, social media engagement.
- Re-evaluate Low-Impact, High-Effort tasks like international SEO and voice search optimization.