

Content Optimization

The Ultimate Checklist

The Very Basics

- Set Up Google Analytics
- Set Up Google Search Console
- Set Up Bing Master
- Install SEO Plugin
- Submit Sitemap
- Submit Robots.txt File

Technical Aspect

- Check The Crawlability & Indexability
- Improve Page Speed
- Mobile-First Approach
- Check HTTPS Status
- Optimize the Sitemap
- Monitor All 404 & Redirects

On-Page SEO

- Write As You Talk
- Target Your Audience Pain Point
- Analyze The Heading
- Use Sub Heading & Bullet Points
- Use Table of Content
- Study The Ranking URL
- Define The Reader's Intent Avoid Plagiarism
- Keep the Vocabulary Simple
- Avoid Keyword Stuffing
- Add Relevant CTA
- Use LSI Keywords
- Add Internal Links
- Use Schema Markup

Off-Page SEO

- Broken Link Building
- Share Value to Online Communities
- No Mass Email Outreach
- Do Guest Posting
- Share on Social Media