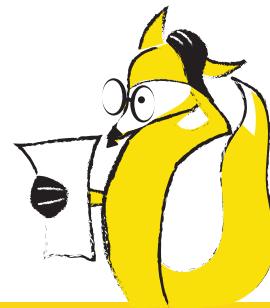


# SEO Checklist

Everything you'll need - 2021



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## Basics of SEO

- Setup The Google Search Console (GSC)
- Install and Setup Bing Webmaster Tools
- Setup Google Analytics and connect with GSC
- Install SEO plugin for the CMS ( for eg-Install Yoast SEO if you're a WordPress user)
- Design and submit the Sitemap to Google
- Create a robots.txt file
- Generate manual actions report in GSC
- Ensure the website is indexed properly

### Tools you'll need to do this

Google Search Console  
Bing webmaster tools  
Google Analytics  
SEO Plugin  
Sitemap generator tool  
SEO audit tool

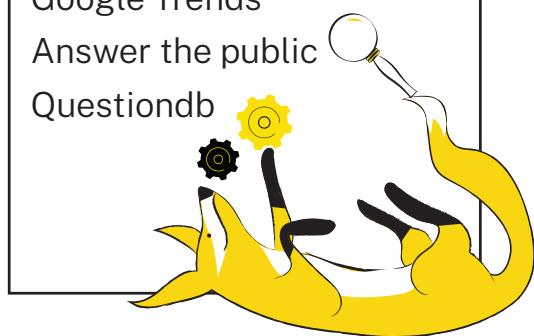


## Keyword Research

- Identify key competitors in your industry
- Do a keywords gap analysis
- Make a list of your 'seed' keywords (main topics and sub-topics to your niche)
- Discover Long Tail Keywords for your seed keywords
- Find question keywords
- Study content and intent of top-ranking pages
- Create a keyword map
- Prioritize keywords by volume and keyword difficulty

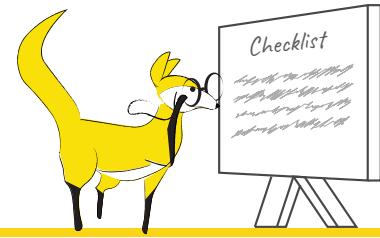
### Tools you'll need to do this

Google Keyword Planner  
Google Trends  
Answer the public  
Questiondb



# SEO Checklist

Everything you'll need - 2021



## Technical SEO

- Identify indexing issues using GSC's URL inspection feature
- Check and ensure high website's loading speed
- Get an SSL certificate if you don't have one
- Find and fix crawl errors, orphaned pages and redirects/broken links
- Check and optimize page depth
- Resolve duplicate content and version of your website
- Add structured data, schema markup
- Ensure SEO-friendly URL structure

### Tools you'll need to do this

Screaming Frog or similar tool

Google Search Console

Google PageSpeed Insights

Schema Markup Generator tool



## On-page SEO

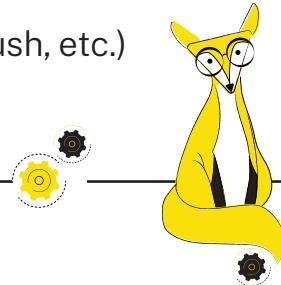
- Craft SEO-optimised SEO meta title and descriptions
- Avoid multiple H1 tags on a single page
- Craft and add OG meta tags to all pages
- Optimize images across pages and add alt tags to them

### Tools you'll need to do this

Screaming Frog or similar tool

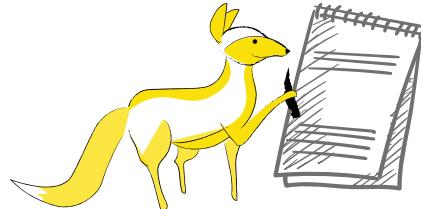
SEO Audit tool

(Ahrefs, SEMRush, etc.)



# SEO Checklist

Everything you'll need - 2021



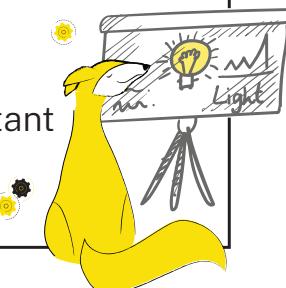
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## Content Audit SEO

- Create an Inventory of Your Website's Content
- Collect the SEO & User Behaviour Metrics of Each URL
- Evaluate and fix content on basis of the collected metrics

### Tools you'll need to do this

Screaming Frog or similar tool  
SEO Audit tool (Ahrefs,  
SEMRush, etc.)  
Google Analytics  
SEO Writing Assistant



## Off-Page SEO

- Evaluate competitor's & your backlink profile
- Do on-page SEO basics implementation
- Optimize internal linking and link building strategies
- Fix your 404 errors
- Content creation and distribution plan
- Leverage digital marketing (social media and PR)

### Tools you'll need to do this

Link building tool  
Check my links  
Backlink Audit tool  
(Ahrefs, SEMRush, etc.)

