

BASIC SEO CHECKLIST

2025 Edition — Complete On-Page, Technical & Off-Page SEO
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■ On-Page SEO	■ Technical SEO	■ Off-Page SEO	■ Tracking
Title tags Meta descriptions Header structure Content quality Internal linking	Site speed Mobile-first SSL / HTTPS XML Sitemap Robots.txt	Backlink quality Local citations Brand mentions Social signals	Google Search Console setup Rank tracking Core Web Vitals Conversion KPIs

SECTION 1 — ON-PAGE SEO

✓	Item	Priority	Notes
■	Title tag: unique, 50–60 chars, primary keyword near start	High	Every page needs a unique title
■	Meta description: 150–160 chars, includes keyword + CTA	High	Affects CTR, not rankings
■	H1: one per page, contains primary keyword	High	Most important heading signal
■	H2–H6: logical hierarchy, includes secondary keywords	High	Structure for crawlers + readers
■	Canonical tag: set on all pages, points to preferred URL	High	Prevents duplicate content
■	URL: short, descriptive, keyword-rich, hyphens not underscores	High	Keep under 60 chars
■	Primary keyword in first 100 words of body content	High	Signals page topic immediately
■	Images: descriptive filename + alt text for every image	Med	Alt text for accessibility + SEO
■	Internal links: link to relevant pages with descriptive anchor text	Med	Distributes PageRank
■	Content length: comprehensive coverage of the topic	Med	Quality over quantity
■	Structured data: Article, Product, FAQ, LocalBusiness as relevant	Med	Enables rich results
■	Open Graph tags: og:title, og:description, og:image, og:url	Med	Controls social sharing
■	Outbound links: link to authoritative external sources	Low	Signals trustworthiness
■	Last updated date visible on articles and guides	Low	Freshness signal

SECTION 2 — TECHNICAL SEO

✓	Item	Priority	Notes
■	HTTPS: valid SSL certificate, all pages redirect to HTTPS	High	Ranking factor since 2014
■	Mobile-first: fully responsive, passes Google Mobile Test	High	Google indexes mobile version
■	Core Web Vitals: LCP < 2.5s, INP < 200ms, CLS < 0.1	High	Direct ranking signal
■	XML sitemap: submitted to Google Search Console + Bing	High	Critical for crawl discovery
■	Robots.txt: properly configured, sitemap URL included	High	Upload to domain root
■	Page speed: PageSpeed score 90+ on mobile	High	Lighthouse audit monthly
■	No broken links (404 errors) on crawlable pages	High	Audit with Screaming Frog
■	www vs non-www: choose one, redirect the other permanently	High	301 redirect, set in GSC
■	Structured URL structure: logical hierarchy /category/page/	Med	Helps crawlers understand site
■	Pagination: rel=prev/next or canonical to paginated pages	Med	Prevents thin content issues
■	Hreflang: set for multi-language/region sites	Med	Critical for international SEO
■	Breadcrumb navigation with BreadcrumbList schema	Med	Appears in search results
■	Image compression: WebP format, lazy loading, srcset	Med	Improves LCP and bandwidth
■	Server: GZIP/Brotli compression, HTTP/2 enabled	Med	Reduces transfer size
■	404 page: custom, helpful, links to key pages	Low	Recovers lost visitors
■	HTML validation: no significant markup errors	Low	Clean parsing by bots

SECTION 3 — CONTENT QUALITY (E-E-A-T)

✓	Item	Priority	Notes
■	Author bio: name, credentials, photo, links to author page	High	Demonstrates expertise
■	Original research, data, or first-hand experience	High	Core E-E-A-T signal
■	Accurate, fact-checked information with cited sources	High	Trust signal
■	Content answers the search intent: informational/commercial/transactional	High	Match intent to content type
■	Comprehensive coverage: addresses related questions and subtopics	Med	Topical authority
■	Content freshness: review and update articles annually	Med	Freshness ranking factor
■	Privacy policy, terms of service, contact page present	Med	Trust and compliance
■	About page clearly identifies who runs the site	Med	YMYL trust requirement
■	No thin content (< 300 words) on indexed pages	Low	Remove or expand
■	No duplicate content across pages or domains	Low	Canonicalise or consolidate

SECTION 4 — OFF-PAGE SEO & LOCAL

✓	Item	Priority	Notes
■	Google Business Profile: complete, accurate, verified	High	Critical for local search
■	Consistent NAP (Name, Address, Phone) across all listings	High	Local ranking factor
■	Backlink profile: pursue high-DR, topically relevant links	High	Most powerful ranking factor

■	Toxic link audit: disavow spammy or manipulative links	Med	Protect from penalties
■	Brand mentions: monitor and request link attribution	Med	Unlinked mention outreach
■	Digital PR: original research earns editorial links naturally	Med	Sustainable link strategy
■	Directory listings: industry-specific, high-quality directories	Med	Selective, not bulk
■	Social profiles: consistent brand presence across major platforms	Low	Trust and brand signal
■	Review generation: ask satisfied customers for Google reviews	Low	Local ranking + CTR

SECTION 5 — TRACKING & MEASUREMENT

✓	Item	Priority	Notes
■	Google Search Console: verified, sitemap submitted	High	Free — essential tool
■	Google Analytics 4: tracking code installed on all pages	High	Traffic and conversion data
■	Core Web Vitals: monitor field data in GSC monthly	High	Real user performance data
■	Rank tracking: monitor target keywords weekly	Med	Use Ahrefs, Semrush, or free tools
■	Crawl errors: check GSC coverage report weekly	Med	Catch indexing issues early
■	Backlink monitoring: alert for new and lost links	Med	Protect link equity
■	Competitor analysis: monitor competitor rankings quarterly	Low	Identify content gaps
■	Click-through rate: monitor average CTR in GSC	Low	Low CTR = improve title/desc

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