



SEO Checklist

Green = Marketing

Blue = Development/Design

Red = All

Before Your Site Launch

» **Keyword Research:** You should have your keyword research done before you plan your site structure but now you need it to be page specific. Match your keywords to the pages you want to rank for those keywords. Make sure this is reflected in your keyword document and saved. Keep in mind you will not be able to rank every page for loads of keywords so be choosy.

» **Tags Documented and Tested:** You should know what each of your pages are about by this point. Create an excel document with a list of each page. The document should have the page URL, the page title and meta description for each page. This way they can be easily checked for spelling, grammar and length. If this is a site rebuild, the document should also include old titles and descriptions. Remember to refer to your keywords when writing your tags and keep your tags in the same format (example: Get Great Fishing Equipment Deals Today | bradsawesomesite.com)

» **Accessibility:** Check that all of your pages are accessible to be crawled.

» **Fix Easy Issues:** Check for broken links, broken images, duplicate content, lorem ipsum, duplicate tags and low content pages.

» **Device Usability:** Use a browser checker tool to make sure your site is accessible and usable on all devices.

» **Check your site speed:** Use Google PageSpeed Insights and Analytics to check that your site is serving content quickly. You should be shooting for a page speed that is well under 3 seconds as 3 second load times equate to a 53% user abandonment rate.

»» **Check structured data:** Use the Google Structured Data Testing Tool to ensure you have Schema set up and running.

»» **Set up Analytics:** Your Analytics code should be on site and tested. You want to make sure this is added to capture valuable data.

»» **Set Up GSC:** Google Search Console can provide great data and is often the first indication if your site has been hacked or received a manual penalty.

»» **Set up Events and Goals:** You should be using events and goals to track conversion actions and other important interactions with the site. Make sure the markup on your events allows you to segment them with goals. Also ensure all labels are clear so anyone can quickly understand what is being tracked.

»» **Google My Business:** Set up Google My Business and get the postcard sent out fast. That way when the site goes live you can have it up and running. Make sure to fill it out as completely as possible and if the business has already been claimed start the reclaim process.

»» **Track keywords:** set up your keywords to track in Moz, Ahrefs or whatever rank tracking you are using.

»» **XML Sitemap:** Check your XML sitemap is in place and working.

»» **Social profiles:** If you are setting up social profiles get them up and running before the site goes live. Also make sure site links to social media are working.

»» **Outreach:** If you are planning outreach like link building, have your research done so you can start as soon as the site is live.

When You Rebuild A Site

»» **Redirect list:** You need to create a complete list of all current pages including URLs and then specify which new URLs these pages will direct to.

»» **Check for Loops and Chains:** Old sites are often full of redirects. Make sure you find these redirected pages and point them directly to the new pages. This will prevent loops and chains.

➤➤ **Existing Links:** Make sure all the existing external links are taken care of. This means checking that old pages use 301s to new pages and contacting good linking sites to ask if they will update old links.

➤➤ **Update tags:** Now is your chance to update things like titles, meta descriptions and all that other SEO goodness. Make sure your new tags match the new pages and stay consistent.

➤➤ **Audit the old site:** If you had problems on the old site, don't carry them through to the new site. Identify them now and fix them in the rebuild.

➤➤ **XML Sitemap:** Make sure the new site has an updated sitemap and that it is accessible to spiders.

➤➤ **Check for Errors:** Make sure there are no duplicate descriptions, missing title tags, poorly implemented canonicalisation etc.

➤➤ **Unlinked or broken brand mentions:** External links or brand mentions could be orphaned by the new site so make sure you recapture them.

➤➤ **Rank check:** Check how the site currently ranks for its keywords. This should be noted in an excel spreadsheet. You want to know how the site ranks, which pages are ranking for what and when the check was done. This will allow you to measure any rank drop when the rebuilt site goes live. You can also use this to help clients see that, while their ranks dropped, they are improving.