

Sarith Udhaya

On-Page SEO Checklist

- OptimizeTitleTags(Include PrimaryKeywords)
- Write Compelling Meta Descriptions.
- Use Header Tags (H1, H2, H3)
- Properly Ensure Keyword Placement in the First 100 Words
- Use Descriptive and SEO-friendly URLs
- Add Internal Linking to Relevant Pages
- Optimize Images with Alt Text and Compression
- Implement Schema Markup Where Relevant Maintain
- Proper Keyword Density
- Ensure Mobile Friendliness

Off-Page SEO Checklist

- Build High-Quality Backlinks from Relevant Sites
- Engage in Guest Posting
- Leverage Social Media for Brand Mentions
- Submit Website to Relevant Directories
- Influencer Outreach and Collaborations
- Participate in Niche Forums and Communities
- Monitor and Disavow Toxic Backlinks
- Earn Brand Mentions in Industry Blogs
- Share Content on Content Aggregators
- Track Backlink Growth and Quality

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Technical SEO Checklist

- Ensure the Website is HTTPS-secured
- Improve Page Speed (Core Web Vitals)
- Create and Submit XML Sitemap
- Implement Robots.txt Correctly
- Fix Broken Links (404 Errors)
- Ensure Proper URL Canonicalization
- Enable Browser Caching
- Use Structured Data (Schema Markup)
- Optimize Website Architecture and Navigation
- Set Up Proper Redirects (301, 302)

Local SEO Checklist

- Create and Optimize Google Business Profile
- Ensure NAP (Name, Address, Phone) Consistency
- Get Listed in Local Business Directories
- Collect and Respond to Customer Reviews
- Add Local Business Schema Markup
- Optimize for 'NearMe' Keywords
- Post Regular Updates on Google Business Profile
- Create Location-Specific Landing Pages
- Build Local Citations
- Use Local Backlinks to Build Authority

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Content SEO Checklist

- Perform Keyword Research (Short & Long Tail)
- Create High-Quality, Original Content
- Use Engaging Titles and Meta Description
- Add Relevant Internal & External Links
- Optimize Content for Readability (Short Paragraphs)
- Use LSI Keywords Naturally
- Add Multimedia (Images, Videos, Infographics)
- Refresh and Update Old Content
- Regularly Create Content for Topic Clusters
- Track Performance with Analytics Tools

Analytics & Tracking Audit Checklist

- Verify Google Analytics (GA4) Installation on All Pages
- Check if Google Tag Manager is Properly Configured
- Audit Conversion Tracking
- Set Up Custom Events and Goals
- Enable Enhanced E-commerce Tracking (if applicable)
- Ensure Proper Cross-Domain Tracking
- Check Google Search Console Integration
- Monitor Bounce Rate, Session Duration, and Engagement
- Ensure Data Accuracy by Filtering Internal Traffic
- Audit Audience and Demographics Reporting