

## SEO Checklist

Category	Checklist Question	
Keywords	Are you targeting the right keyword?	
Keywords	Have you already targeted this keyword?	
Keywords	Does your page satisfy search intent?	
Keywords	Is your primary keyword in the title?	
Keywords	Is your title click worthy?	
Keywords	Can you add modifiers to your title?	
Keywords	Have you used all your title tag real estate?	
Keywords	Is your page title wrapped in an H1 tag?	
Keywords	Is your primary keyword in the meta description?	
Keywords	Is your meta description click worthy?	
Keywords	Is your primary keyword in the URL?	
Keywords	Is your URL structure lean?	
Keywords	Is your primary keyword in the first sentence?	
Keywords	Is your keyword density too aggressive relative to your competitors?	
Keywords	Have you added variations of your primary keyword into the copy?	
Keywords	Have you added synonyms (LSI keywords) of your primary keyword into the copy?	
Content	Is your page different & better than your competitors?	
Content	Is your copy free of spelling and grammatical errors?	
Content	Is your copy longer (on average) than your competitors?	
Content	Is your copy written well?	
Content	Is your copy scannable?	
Content	Is your copy written for an 8th grader?	
Content	Is your copy engaging?	
Content	Does your copy use short paragraphs?	
Content	Are your headings structured logically?	
Content	Is your copy using descriptive headings?	
Content	Have you used keyword variations, LSIs, or synonyms in your headings?	
Content	Is your copy using bullet points and numbered lists?	
Content	Is your copy "fresh"?	
Images	Does your page have as many or more images than your competitors?	
Images	Are your images unique to your website?	
Images	Are your images high-quality?	
Images	Are you using the right image format?	
Images	Are your images sized appropriately?	
Images	Are your images compressed?	
Images	Do your images have descriptive file names?	
Images	Do all of your images have descriptive and accurate tag descriptions?	
Video	Does your page have video content?	
Video	Are the videos relevant to page/primary keyword?	
Video	Are the videos unique to your brand?	
Video	Are the videos high-quality and valuable?	
Video	Are the videos content responsive?	
Video	Are the videos hosted on the right platform?	
Video	Are the videos optimized?	
Links	Does your page have internal links?	
Links	Are your internal links using descriptive anchor text?	
Links	Are your internal links optimized based on first link priority?	
Links	Does the page have breadcrumbs?	
Links	Are your internal links useful?	
Links	Are all your internal links using preferred URLs?	
Links	Does your page have external links?	
Links	Are all affiliate, sponsored, or paid links using a "NoFollow" tag?	
Links	Do all your external links set to open in a new window?	
Links	Does your page have broken links?	
Links	Are all your links clearly links?	