Web FX

Your 2024 9-Point
SEO Checklist

Basic Setup

- [ ] Set up your GA4 account
- [ ] Set up Google Search Console
- [ ] Set up Bing Webmaster Tools
- [ ] Install an SEO plug-in (if using WordPress)
- [ ] Submit a sitemap to search engines

Keyword Research

- [ ] Identify core and related keywords
- [ ] Assess keyword value and rankings
- [ ] Analyze search intent

Technical SEO

- [ ] Make sure your website is crawlable
- [ ] Make sure your website is indexable
- [ ] Fix broken links or 404 errors
- [ ] Implement responsive web design to ensure your site is mobile-friendly
- [ ] Make sure your website is secure (HTTPS)
- [ ] Check your site speed
- [ ] Evaluate your page experience
- [ ] Outline your site architecture
- [ ] Evaluate your internal linking

Content Creation Checklist

- [ ] Use different content types on your website
- [ ] Answer search intent immediately
- [ ] Use headings to break up text
- [ ] Add a table of contents for longer pieces with multiple headings
- [ ] Integrate multimedia elements
- [ ] Use shorter paragraphs and sentences to improve readability
- [ ] Add internal links
- [ ] Target helpful content/ E-E-A-T

On-Page Optimization

- [ ] Create short URLs
- [ ] Optimize title tags
- [ ] Write effective meta descriptions
- [ ] Check your on-page keyword usage
- [ ] Add alt tags to images
- [ ] Add schema markup

Local SEO

- [ ] Set up a Google Business Profile
- [ ] Set up Bing Places for Business
- [ ] Claim your listing on Yelp
- [ ] Join Yellow Pages
- [ ] Include website-based optimizations

Social Media

- [ ] Identify the social platforms your audience is active on
- [ ] Start generating content ideas
- [ ] Research your competitors

Link Building

- [ ] Reclaim lost links
- [ ] Identify unlinked mentions
- [ ] Guest blog
- [ ] Promote content
- [ ] Natural acquisition

Ongoing SEO

- [ ] Run a regular website audit
- [ ] Update content
- [ ] Monitor links and traffic
- [ ] Set continuous goals

For more information, visit **https://www.webfx.com/seo/learn/seo-checklist/**