

THE 48 ELEMENTS TO CHECK IN AN SEO CHECKLIST

INITIAL CONFIGURATION

- 1. Google Analytics
- 2. Search Console
- 3. URL versions (http/https and www)
- 4. Keyword Research
- 5. Identify main competitors
- 6. Identify industry leaders
- 7. Define core project keywords
- 8. Initial snapshot (starting point)

TECHNICAL SEO

- 31. Rendering
- 32. Rich Snippets
- 33. Open Graph Tags
- 34. Server Logs Analysis
- 35. WPO

ON-PAGE SEO

- 9. Sitemap
- 10. Robots.txt
- 11. Website architecture
- 12. Friendly URLs
- 13. Titles
- 14. Descriptions
- 15. Breadcrumbs
- 16. ALT tags
- 17. Proper heading hierarchy
- 18. Images
- 19. Internal Links
- 20. Mobile Friendly
- 21. Hreflang
- 22. Correct use of pagination
- 23. Filters
- 24. Indexing analysis
- 25. Errors 404
- 26. Soft 404 errors
- 27. Redirects
- 28. Optimized and personalized 404 page
- 29. Canonical
- 30. URL cannibalization

SEO AND CONTENT

- 36. Text structured into paragraphs
- 37. Answer upfront
- 38. Use of bold
- 39. Questions answered
- 40. Use of multimedia content
- 41. Thin Content

OFF-PAGE SEO

- 42. Toxic inbound links
- 43. Has there been any disavowal?
- 44. Anchor text profile
- 45. Inbound Links
- 46. Checking most used metrics (DA/PA, TF/CF, DR, UR)
- 47. Is the competitors' profile analyzed?
- 48. Correct distribution of links to different pages