Free SEO Checklist: 2025 Edition

Keyword Research

- Identify primary and secondary keywords.

- Use tools like Google Keyword Planner, Ahrefs, or Ubersuggest.

- Focus on long-tail keywords and user intent.

- Analyze competitors' top-ranking keywords.

On-Page SEO

- Optimize meta titles and descriptions with focus keywords.

- Use keywords naturally in H1, H2, and H3 tags.

- Add descriptive alt text to all images.

- Ensure your content is 1,500+ words for comprehensive coverage.

- Create a clear URL structure (e.g., yourwebsite.com/seo-checklist).

Content Optimization

- Answer common user questions (target People Also Ask boxes).

- Include bullet points, numbered lists, and tables for featured snippets.

- Update old content with current data and trends.

- Incorporate multimedia (images, videos) to boost engagement.

Technical SEO

- Use HTTPS for a secure website.

- Fix broken links and remove 404 errors.

- Optimize page speed using tools like Google PageSpeed Insights.

- Ensure your site is mobile-friendly (use Google's Mobile-Friendly Test).

- Create and submit an XML sitemap to Google Search Console.

User Experience (UX)

- Reduce bounce rate by improving page load speed and navigation.

- Use engaging CTAs to guide users through your site.

- Add internal links to related content.

- Focus on Core Web Vitals: Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative

Link Building

- Earn high-quality backlinks through guest posting and outreach.

- Interlink your pages strategically to improve site structure.

- Disavow toxic or spammy backlinks using Google Search Console.

Local SEO (if applicable)

- Optimize your Google Business Profile.

- Add your business address and phone number to the footer.

- Encourage customer reviews on Google and Yelp.

- Use local keywords (e.g., "best plumber in Miami").

Analytics and Monitoring

- Track keyword rankings with tools like SEMrush or Ahrefs.

- Monitor traffic and behavior in Google Analytics.

- Set up alerts in Google Search Console for any issues.

- Regularly audit your site to maintain SEO health.

Bonus Tips

- Check for Schema Markup (e.g., FAQ, How-To, Reviews).

- Optimize for voice search by answering conversational queries.

- Use structured data to improve chances of rich results.