

# BACKLINKO

## SEO Checklist

Follow this SEO checklist to benefit from the same processes and techniques we use at Backlinko to skyrocket our traffic and provide content our readers love.

Make your job easier with Semrush. [Sign up for a 14-day free trial of a Pro subscription](#) to make use of tools like Site Audit, Position Tracking, and more.

SEO Basics	✓
Set up Google Search Console	<input type="checkbox"/>
Install Bing Webmaster Tools	<input type="checkbox"/>
Set up Google Analytics	<input type="checkbox"/>
Install Yoast SEO (WordPress and Shopify)	<input type="checkbox"/>
Identify your project's KPIs	<input type="checkbox"/>
Set up rank tracking	<input type="checkbox"/>
Get a free Semrush account (or <a href="#">start a 14-day free trial</a> )	<input type="checkbox"/>

Keyword Research	✓
Identify your target market	<input type="checkbox"/>
Discover long tail keywords with Google Suggest	<input type="checkbox"/>

Find keywords with the <a href="#">Backlinko keyword tool</a>	<input type="checkbox"/>
Tap into online communities	<input type="checkbox"/>
Identify low competition keywords with <a href="#">Semrush's Keyword Magic Tool</a>	<input type="checkbox"/>
Find question keywords	<input type="checkbox"/>
Conduct a topical authority analysis with <a href="#">this sheet</a>	<input type="checkbox"/>

<b>On-Page SEO</b>	<input checked="" type="checkbox"/>
Include your keyword in your URL	<input type="checkbox"/>
Use short URLs	<input type="checkbox"/>
Front-load your keyword in your title tag	<input type="checkbox"/>
Embed title tag modifiers	<input type="checkbox"/>
Use your keyword within the first 150 words	<input type="checkbox"/>
Use your target keyword in H1, H2 or H3 tags	<input type="checkbox"/>
Optimize your images	<input type="checkbox"/>
Use synonyms and LSI keywords	<input type="checkbox"/>
Use external links	<input type="checkbox"/>
Use internal links	<input type="checkbox"/>

<b>Content Checklist</b>	<input checked="" type="checkbox"/>
Chunk your content to maximize readability	<input type="checkbox"/>
Focus on content formats that are working right now	<input type="checkbox"/>
Think about information gain	<input type="checkbox"/>
Use multimedia	<input type="checkbox"/>

Technical SEO	✓
Identify crawling and indexing errors	<input type="checkbox"/>
Find out how Google views your pages in GSC	<input type="checkbox"/>
Make sure your site is mobile-friendly	<input type="checkbox"/>
Fix broken links	<input type="checkbox"/>
Secure your site with HTTPS	<input type="checkbox"/>
Check your site's loading speed (Core Web Vitals)	<input type="checkbox"/>
Use schema markup	<input type="checkbox"/>

Link Building	✓
Contribute expert quotes to media outlets	<input type="checkbox"/>
Create linkable assets for journalists (digital PR)	<input type="checkbox"/>
Reverse engineer your competitors' backlinks	<input type="checkbox"/>
Become a podcast guest	<input type="checkbox"/>
Mention influencers in your blog posts	<input type="checkbox"/>

Advanced SEO Tips	✓
Optimize your site for user experience signals	<input type="checkbox"/>
Delete "dead weight" pages	<input type="checkbox"/>
Update and relaunch outdated content	<input type="checkbox"/>

I hope you found this SEO checklist helpful! You can see our complete library of 20+ other [marketing templates here](#). Including other SEO templates.

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