



The only SEO checklist you will need in 2021

SEO basics

- Set up GSC and Bing Webmaster tools
- Set up Google Analytics
- Install and configure an SEO plugin (WordPress)
- Generate & submit a sitemap
- Create a Robots.txt file
- Check Search Console for manual actions
- Make sure that your website is indexed

Keyword Research

- Identify your competitors
- Conduct a keyword gap analysis
- Find your main 'money' keywords
- Find long-tail keyword variations
- Find question keywords
- Analyze the intent of pages that rank
- Create a keyword map
- Prioritize by search volume & keyword difficulty

Technical SEO

- Leverage "Inspect URL" feature in GSC
- Ensure your website is mobile-friendly
- Check your site's loading speed
- Make sure you are using HTTPS
- Find & fix crawl errors
- Check the page depth
- Check for duplicate versions of your site
- Identify & fix broken links
- Use an SEO-friendly URL structure
- Find & fix orphaned pages
- Check canonical tags
- Add structured data

On-Page & Content

- Fix duplicate, missing & truncated title tags
- Find & fix duplicate, missing meta descriptions
- Find and fix multiple H1 tags
- Improve title & meta tags, and page content
- Run a content audit and prune content
- Optimize images for SEO
- Organize topic clusters
- Find & fix keyword cannibalization
- Update outdated content
- Improve content readability

Off-Page SEO

- Analyze your competitor's link profile
- Conduct a link intersect analysis
- Steal your competitors' broken backlinks
- Leverage digital PR
- Implement the Skyscraper technique
- Turn unlinked mentions into links
- Set up and optimize Google My Business

SEO basics tools

Google Search Console
Google Analytics
Bing Webmaster Tools
Yoast
Dynamapper

Keyword Research tools

Semrush Keyword Magic Tool
Google Ads
Semrush Topic Research
People Also Ask
Answer The Public

Technical SEO tools

GSC & GA
PageSpeed Insights
Google's Mobile-Friendly test
Semrush Site Audit
Structured Data Markup Helper
Merkle Schema Markup Generator

On-Page & Content tools

Semrush Content Audit
Semrush Topic Research
SEO Writing Assistant

Off-Page SEO tools

Semrush Backlink Audit
Semrush Backlink Analytics
Semrush BacklinkGap
Semrush Link Building tool
HARO
Prowly
Google My Business