

SEO Checklist

Initial Configuration

- ❖ Google Analytics
 - ❖ Google Search Console
 - ❖ Sitemap.xml
 - ❖ Robots.txt
 - ❖ SSL Certificate (HTTPS and secure)
 - ❖ Google Tag Manager
 - ❖ Web Hosting
 - ❖ Domain and Indexing
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Technical SEO

- ❖ Indexing
 - ❖ Crawl Errors
 - ❖ Redirect Chains
 - ❖ Canonical Tags
 - ❖ Broken Links
 - ❖ Image Optimisation
 - ❖ Page Speed (Core Web Vitals)
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On-Page SEO

- ❖ Meta Titles
- ❖ Meta Descriptions
- ❖ H1, H2, H3 Tags
- ❖ Internal Linking
- ❖ External Linking
- ❖ Keyword Density
- ❖ URL Structure
- ❖ Mobile Optimisation

- ❖ Image ALT Text
 - ❖ Duplicate Content
 - ❖ Content Length
 - ❖ User Experience (UX)
 - ❖ Structured Data
 - ❖ Pagination
 - ❖ 404 Error Pages
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SEO and Content

- ❖ Blog Strategy
 - ❖ Content Planning
 - ❖ Content Optimisation
 - ❖ Keyword Research
 - ❖ Content Calendar
 - ❖ Content Performance
 - ❖ Australian English
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Off-Page SEO

- ❖ Backlinks (Authority and Relevance)
- ❖ Disavow Toxic Links
- ❖ Guest Posting
- ❖ Social Media Strategy