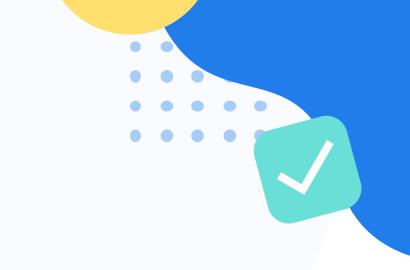


Your 2024 9-Point SEO Checklist



Basic Setup	On-Page Optimization
Set up your GA4 account	Create short URLs
Set up Google Search Console	Optimize title tags
Set up Bing Webmaster Tools	Write effective meta descriptions
Install an SEO plug-in (if using WordPress)	Check your on-page keyword usage
Submit a sitemap to search engines	Add alt tags to images
	Add schema markup
Keyword Research	
Identify core and related keywords	Local SEO
Assess keyword value and rankings	Set up a Google Business Profile
Analyze search intent	Set up Bing Places for Business
	Claim your listing on Yelp
Technical SEO	Join Yellow Pages
☐ Make sure your website is crawlable	Include website-based optimizations
☐ Make sure your website is indexable	
Fix broken links or 404 errors	Social Media
Implement responsive web design to ensure your site is mobile-friendly	Identify the social platforms your audience is active on
■ Make sure your website is secure (HTTPS)	Start generating content ideas
Check your site speed	Research your competitors
Evaluate your page experience	
Outline your site architecture	Link Building
Evaluate your internal linking	Reclaim lost links
	Identify unlinked mentions
Content Creation Checklist	Guest blog
Use different content types on your website	Promote content
Answer search intent immediately	Natural acquisition
Use headings to break up text	
Add a table of contents for longer pieces with multiple headings	Ongoing SEO
Integrate multimedia elements	Run a regular website audit
Use shorter paragraphs and sentences to improve	Update content
readability A statistic was at time to	Monitor links and traffic
Add internal links Target beinful content/ F. F. A. T.	Set continuous goals
Target helpful content/ E-E-A-T	