

# Your 2025 56-Point SEO Checklist



## 1. SEO Basics Checklist

- Set up your GA4 account
- Set up Google Search Console
- Set up Bing Webmaster Tools
- Install an SEO plug-in (if using WordPress)
- Submit a sitemap to search engines

## 3. Technical SEO

- Make sure your website is crawlable
- Make sure your website is indexable
- Fix broken links or 404 errors
- Implement responsive web design to ensure your site is mobile-friendly
- Make sure your website is secure (HTTPS)
- Check your site speed
- Evaluate your page experience
- Outline your site architecture
- Evaluate your internal linking
- Find manual actions in Google Search Console
- Mend any duplicate, missing, and lengthy title tags

## 5. On-Page Optimization

- Create short URLs
- Optimize title tags
- Write effective meta descriptions
- Check your on-page keyword usage
- Add alt tags to images
- Add schema markup

## 7. Social Media

- Identify the social platforms your audience is active on
- Start generating content ideas
- Research your competitors

## 9. Ongoing SEO

- Run a regular website audit
- Update content
- Monitor links and traffic
- Set continuous goals

## 2. Keyword Research

- Identify core and related keywords
- Assess keyword value and rankings
- Analyze search intent
- Check for keyword cannibalization
- Build a keyword map

## 4. Content Creation

- Use different content types on your website
- Answer search intent immediately
- Use headings to break up text
- Add a table of contents for longer pieces with multiple headings
- Integrate multimedia elements
- Use shorter paragraphs and sentences to improve readability
- Add internal links
- Target helpful content/ E-E-A-T
- Audit your site's existing content
- Find and fix orphan pages
- Perform a competitor analysis
- Evaluate your pages' crawl depth

## 6. Local SEO

- Set up a Google Business Profile
- Set up Bing Places for Business
- Claim your listing on Yelp
- Join Yellow Pages
- Include website-based optimizations

## 8. Link Building

- Reclaim lost links
- Identify unlinked mentions
- Guest blog
- Promote content
- Encourage natural acquisition