



## SEO Checklist

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

Unlock the full potential of your website with our **Free SEO Audit!** Our detailed analysis will help you identify key areas for improvement, improve your website's performance, and drive more traffic. Start optimizing today and watch your rankings soar!

[Click here](#) to get started with your free SEO audit!

SEO Fundamentals	✓
Set up <b>Google Search Console</b> and <b>Bing Webmaster Tools</b>	<input type="checkbox"/>
Configure <b>Google Analytics 4 (GA4)</b> for advanced tracking	<input type="checkbox"/>
Define <b>Key Performance Indicators (KPIs)</b> for your SEO strategy	<input type="checkbox"/>

Enable <b>Google Tag Manager</b> for easier tracking setup	<input type="checkbox"/>
Use <b>Google Search Console Insights</b> to understand top-performing content	<input type="checkbox"/>
Implement <b>server-side tracking</b> for accurate data collection	<input type="checkbox"/>
Get a free <a href="#">Seo Audit</a> today.	<input type="checkbox"/>

<b>Keyword Research &amp; Topical Authority</b>	✓
Identify <b>target audience pain points</b> and search intent	<input type="checkbox"/>
Find long-tail keywords using <b>Google Autocomplete &amp; People Also Ask</b>	<input type="checkbox"/>
Use AI-driven tools like <b>ChatGPT, Semrush, or Ahrefs</b> for deeper insights	<input type="checkbox"/>
Conduct <b>competitor analysis</b> to uncover keyword gaps	<input type="checkbox"/>
Build <b>topical authority</b> with structured content clusters	<input type="checkbox"/>
Utilize <b>question-based keywords</b> for featured snippet opportunities	<input type="checkbox"/>
Analyze <b>search trends</b> with Google Trends & Exploding Topics	<input type="checkbox"/>

<b>On-Page SEO Optimization</b>	✓
Use <b>short, descriptive URLs</b> containing primary keywords	<input type="checkbox"/>
Place <b>main keyword in the title tag (H1)</b> and front-load it for impact	<input type="checkbox"/>
Optimize <b>meta descriptions</b> for CTR (include power words & numbers)	<input type="checkbox"/>
Structure content with <b>H2 and H3 tags</b> , using secondary keywords	<input type="checkbox"/>
Add <b>FAQ schema</b> for better visibility in SERPs	<input type="checkbox"/>
Optimize <b>images with alt text</b> and compressed file formats (WebP, AVIF)	<input type="checkbox"/>
Use <b>semantic keywords and NLP-friendly content</b>	<input type="checkbox"/>
Link to <b>high-authority external sources</b> where relevant	<input type="checkbox"/>
Strengthen <b>internal linking</b> to boost page authority	<input type="checkbox"/>
Ensure <b>content readability</b> with concise paragraphs and bullet points	<input type="checkbox"/>

<b>Content Optimization (E-E-A-T G Semantic SEO)</b>	✓
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Follow <b>Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)</b>	<input type="checkbox"/>
Publish <b>long-form, in-depth content</b> that answers user queries	<input type="checkbox"/>
Improve <b>information gain</b> (provide unique insights beyond competitors)	<input type="checkbox"/>
Use <b>interactive elements</b> (polls, quizzes, videos, infographics)	<input type="checkbox"/>
Optimize for <b>Google Discover G featured snippets</b>	<input type="checkbox"/>
Refresh and <b>update old content</b> every 6-12 months	<input type="checkbox"/>

<b>Technical SEO (Performance G Mobile Optimization)</b>	✓
<b>Check Core Web Vitals</b> (Largest Contentful Paint, First Input Delay, CLS)	<input type="checkbox"/>
Make sure your site is <b>100% mobile-friendly (responsive design)</b>	<input type="checkbox"/>
Use <b>HTTPS (SSL certificate)</b> for security & rankings boost	<input type="checkbox"/>
Eliminate <b>broken links G redirect chains</b>	<input type="checkbox"/>
Optimize <b>crawl budget</b> (block unnecessary pages via robots.txt)	<input type="checkbox"/>
Implement <b>schema markup</b> (FAQ, breadcrumbs, organization, product, etc.)	<input type="checkbox"/>
Use <b>lazy loading</b> for images and videos to speed up page loading	<input type="checkbox"/>

<b>Link Building G Authority Growth</b>	✓
Earn <b>high-quality backlinks</b> through guest posts, HARO, and digital PR	<input type="checkbox"/>
Reverse-engineer <b>competitors' backlinks</b> and replicate their strategy	<input type="checkbox"/>

Build <b>topic clusters G pillar pages</b> for better internal linking	<input type="checkbox"/>
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Use <b>brand mentions G unlinked citations</b> to get backlinks	<input type="checkbox"/>
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Get featured on <b>reputable websites, podcasts, and roundups</b>	<input type="checkbox"/>
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Leverage <b>broken link building</b> to replace outdated competitor links	<input type="checkbox"/>
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<b>Advanced SEO G Future-Proofing</b>	✓
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Optimize for <b>voice search</b> (conversational keywords & natural language)	<input type="checkbox"/>
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Use <b>AI content generation G optimization</b> (SurferSEO, Clearscope)	<input type="checkbox"/>
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Improve <b>UX signals</b> (dwell time, CTR, bounce rate)	<input type="checkbox"/>
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Remove <b>low-quality, outdated, and thin-content pages</b>	<input type="checkbox"/>
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Monitor <b>SEO trends</b> (Google's Search Algorithm updates, AI-driven changes)	<input type="checkbox"/>
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SEO is constantly evolving, but by following this modern, data-driven checklist, you'll be future-proofing your content for Google's ever-changing algorithms.