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# THE COMPLETE SEO CHECKLIST

[www.merokeeventures.com](http://www.merokeeventures.com)

132 action items to audit, optimize, and grow your search rankings



**Merokee Web Agency**

# Search is the most valuable channel most businesses never fully unlock.

Every day, people search for exactly what your business offers. Whether they find you or your competitor; it comes down to how well your website is optimized for search engines.

## **SEO isn't a one-time task.**

It's a foundation that, when built correctly, drives consistent traffic, builds credibility, and compounds in value over time.

The problem is that most websites have gaps. A missing canonical tag here, a slow-loading image there, a page targeting the wrong keyword — individually they seem minor. Together, they're the difference between ranking on page one and being invisible.

This checklist was built to close those gaps.

# Its all about action.

Inside, you'll find 132 action items across 10 categories that cover every layer of SEO . It covers everything from technical foundations to content, local visibility, AI visibility and analytics.

Whether you're auditing a new client's site, optimizing your own, or building an SEO strategy from scratch, this guide gives you a clear, prioritized path forward.

Work through this checklist and your website will:

- Have a clean, crawlable technical foundation search engines can actually index
- Be optimized at the page level for the keywords your audience is searching
- Load fast and perform well on every device
- Build authority through structured data, local presence, and quality links
- Be tracked properly so you can measure what's working and improve over time

**SEO rewards consistency and attention to detail. This checklist gives you both.**

# Priority KEY

**Highly Important =  = Immediate**

**Moderately Important =  = 30 days**

**Lower Importantance =  = Long Term**

# 01 Technical SEO

- Submit XML sitemap to Google Search Console **HIGH**
- Submit XML sitemap to Bing Webmaster Tools **MED**
- Ensure sitemap is dynamically updated **HIGH**
- Verify robots.txt is correctly configured **HIGH**
- Ensure no important pages are blocked in robots.txt **HIGH**
- Fix all 404 errors and broken pages **HIGH**
- Implement 301 redirects for changed URLs **HIGH**
- Eliminate redirect chains (3+ redirects) **MED**
- Fix redirect loops **HIGH**
- Ensure the site uses HTTPS sitewide **HIGH**
- Verify SSL certificate is valid and not expiring **HIGH**
- Set preferred domain (www vs non-www) and redirect **HIGH**
- Check for duplicate content across pages **HIGH**

# 01 Technical SEO

## Continued...

- Implement canonical tags on all important pages **HIGH**
- Verify canonical tags point to the correct URL **HIGH**
- Enable GZIP or Brotli compression **MED**
- Enable browser caching **MED**
- Use a CDN for static assets **MED**
- Minify CSS, JS, and HTML **MED**
- Check crawl budget — no unnecessary pages being crawled **HIGH**
- Fix any server errors (500, 503) **HIGH**
- Ensure pagination is handled correctly **MED**
- Implement hreflang tags for multilingual sites **LOW**
- Check for JavaScript rendering issues **MED**
- Verify site is crawlable without JavaScript **MED**
- Review log files for crawl activity **LOW**
- Handle faceted navigation pages (noindex or canonical) **High**

# 02 Core Web Vitals & Speed

- Achieve LCP (Largest Contentful Paint) under 2.5s  
HIGH
- Achieve INP (Interaction to Next Paint) under 200ms HIGH
- Achieve CLS (Cumulative Layout Shift) score under 0.1 HIGH
- Achieve TTFB (Time to First Byte) under 600ms MED
- Run Google PageSpeed Insights — fix critical issues  
HIGH
- Run GTmetrix report and address recommendations MED
- Compress and optimize all images HIGH
- Convert images to WebP or AVIF format MED
- Implement lazy loading for images and iframes  
MED
- Define width and height attributes on all images  
MED

# 02 Core Web Vitals & Speed

## Continued

- Preload key fonts and critical resources **MED**
- Remove unused CSS and JavaScript **MED**
- Defer non-critical JavaScript **MED**
- Eliminate render-blocking resources **HIGH**
- Reduce number of HTTP requests **MED**
- Test mobile page speed separately **MED**

# 03 On-Page SEO

- Every page has a unique, descriptive title tag **HIGH**
- Title tags are 50–60 characters long **HIGH**
- Primary keyword appears in the title tag **HIGH**
- Every page has a unique meta description **HIGH**
- Meta descriptions are 120–155 characters **MED**
- Meta descriptions include a call to action **MED**
- Each page has exactly one H1 tag **HIGH**
- H1 includes the target keyword naturally **HIGH**
- Heading hierarchy (H2, H3) is logical and consistent **MED**
- Target keyword appears in the first 100 words **MED**
- Content covers the topic comprehensively **HIGH**
- Content is longer and more detailed than top competitors **MED**
- Include semantically related keywords (LSI) **MED**
- URLs are short, readable, and include target keyword **HIGH**

# 03 On-Page SEO

## Continued...

- URLs use hyphens (not underscores) to separate words **MED**
- All images have descriptive alt text **HIGH**
- Images are named descriptively before uploading **LOW**
- Internal links use descriptive anchor text **HIGH**
- Content includes relevant outbound/external links **MED**
- Page has clear calls to action **MED**
- Content is formatted for readability (bullets, short paras) **MED**
- FAQ sections added where appropriate **LOW**
- Videos embedded where relevant **LOW**

# 04 Structured Data

- Implement Organization or LocalBusiness schema  
**HIGH**
- Add WebSite schema with SearchAction **MED**
- Add BreadcrumbList schema to all pages **MED**
- Add Article schema to blog posts **MED**
- Add Product schema for e-commerce pages **HIGH**
- Add Review/AggregateRating schema where applicable **MED**
- Add FAQ schema to FAQ pages or sections **MED**
- Add HowTo schema for instructional content **LOW**
- Add Event schema for events **LOW**
- Add Service schema for service pages **MED**
- Validate all schema using Google's Rich Results Test  
**HIGH**
- Check for schema errors in Search Console **HIGH**
- Verify rich results are appearing in SERPs **MED**

# 05 Content & Keywords

- Conduct thorough keyword research for all core topics **HIGH**
- Map one primary keyword to each page (no cannibalisation) **HIGH**
- Identify and create content for informational keywords **HIGH**
- Identify and optimize for commercial/transactional keywords **HIGH**
- Target long-tail keyword variations **MED**
- Create a content calendar for ongoing publishing **MED**
- Update and refresh existing old content regularly **HIGH**
- Remove or redirect thin or low-quality pages **MED**
- Identify and fill content gaps vs. competitors **MED**

# 05 Content & Keywords

## Continued...

- Create topic cluster content around pillar pages **MED**
- Optimize content for featured snippet opportunities **HIGH**
- Ensure E-E-A-T signals are present (author bios, credentials) **HIGH**
- Add publication and last-updated dates to content **MED**
- Ensure content matches search intent **HIGH**
- Review content for accuracy, grammar, and tone **HIGH**

# 06 Link Building

- Audit current backlink profile in Ahrefs or Search Console **HIGH**
- Disavow toxic or spammy backlinks **MED**
- Set up Google Alerts for brand mentions **MED**
- Claim unlinked brand mentions **MED**
- Submit site to relevant industry directories **MED**
- Build local citations (NAP consistency) **HIGH**
- Create linkable assets (guides, tools, research) **MED**
- Do competitor backlink gap analysis **MED**
- Pursue guest posting on relevant websites **LOW**
- Build internal links from high-authority pages **HIGH**
- Monitor new backlinks monthly **MED**
- Check referring domain diversity **LOW**

# 07 Local SEO

- Claim and fully complete Google Business Profile  
**HIGH**
- Add accurate business name, address, phone (NAP)  
**HIGH**
- Add business hours and keep them updated **HIGH**
- Upload high-quality photos to GBP **HIGH**
- Select the most relevant primary and secondary categories **HIGH**
- Enable and respond to Google reviews **HIGH**
- Add services and products to GBP **MED**
- Post regular updates to GBP **MED**
- Set up GBP Q&A with common questions **LOW**
- Build citations across Yelp, Apple Maps, Bing Places  
**HIGH**

# 07 Local SEO

## Continued...

- Add LocalBusiness schema to website **HIGH**
- Create location-specific landing pages if multi-location **MED**
- Optimize for 'near me' keywords **MED**
- Ensure NAP is consistent across all online listings **HIGH**

# 08 Mobile & UX

- Site passes Google Mobile-Friendly Test **HIGH**
- All text is readable without zooming **HIGH**
- Buttons and links are easily tappable (44px minimum) **HIGH**
- No horizontal scrolling on mobile **HIGH**
- Navigation works cleanly on small screens **HIGH**
- No intrusive interstitials or pop-ups on mobile **HIGH**
- Mobile Core Web Vitals are passing **HIGH**
- Bounce rate is monitored and actions taken to reduce it **MED**
- Key pages have clear visual hierarchy **MED**
- 404 page is helpful and links back to important pages **MED**

# 09 Analytics & Reporting

- Google Analytics 4 is installed and tracking correctly  
HIGH
- Google Search Console is verified and connected  
HIGH
- GA4 is linked to Search Console HIGH
- Key conversion events are set up in GA4 HIGH
- Set up monthly SEO performance report MED
- Monitor impressions, clicks, CTR, and average position HIGH
- Set up rank tracking for target keywords HIGH
- Monitor organic traffic trends month over month  
HIGH

# 09 Analytics & Reporting

- Review pages with declining traffic and take action  
MED
- Check Search Console for manual actions or penalties  
HIGH
- Set up Search Console coverage report review cadence MED
- Track and report on backlink growth MED

# 10 AEO / AI Visibility

- State your business name, location, and services clearly on every key page **HIGH**
- Ensure NAP is identical across every platform AI pulls from **HIGH**
- Fully complete and verify your Google Business Profile **HIGH**
- Claim and complete Yelp, Apple Maps, and Bing Places listings **HIGH**
- Get listed on industry-specific directories AI models frequently cite **HIGH**
- Write content in a clear question-and-answer format **HIGH**
- Add a comprehensive FAQ section answering common questions directly **HIGH**
- Implement FAQ schema markup on all FAQ content **HIGH**

# 10 AEO / AI Visibility

## Continued...

- Use HowTo schema for any instructional or process-based content **MED**
- Optimize for featured snippets — definitions, lists, step-by-step answers **HIGH**
- Write concise, direct answers in the first 1-2 sentences of each section **HIGH**
- Use H2/H3 headings phrased as questions your audience actually asks **HIGH**
- Add author bios with credentials, expertise, and links to social profiles **HIGH**
- Ensure E-E-A-T signals are strong — experience, expertise, authority, trust **HIGH**
- Get mentioned or cited on authoritative third-party sites **MED**
- Earn reviews on Google, Yelp, and other trusted review platforms **HIGH**

# 10 AEO / AI Visibility

## Continued...

- Respond to all reviews — AI surfaces businesses with active engagement **MED**
- Create an About page that clearly explains who you are and who you serve **HIGH**
- Add a Services page with clear, detailed descriptions of each offering **HIGH**
- Ensure your Wikipedia or Wikidata entry exists if applicable **LOW**
- Get featured in local press, blogs, or industry publications **MED**
- Build entity consistency — same brand name and details everywhere online **HIGH**
- Optimize content to answer who, what, where, when, why, how **MED**
- Avoid AI-generated content that lacks real expertise or original perspective **HIGH**
- Ensure your site loads fast — AI prefers sources that respond quickly **MED**

# READY TO RANK ON SEARCH & GET FOUND BY AI?

If you've worked through this checklist, your website is in a stronger position than most. **SEO isn't a one-time project**; it's a compounding asset.

To win in search businesses must stay consistent, monitor their results, and adapt as search evolves.

Use this as a living document. Come back to it when you launch new pages, notice a drop in traffic, or want a fresh audit.

**Explore more resources and tools at:**

**[www.merokeeventures.com](http://www.merokeeventures.com)**

