

The Ultimate Guide: SEO Checklist for 2020



Tracking Your Website Visitors

A perfectly optimized page has become an important requirement of websites. Before focusing on specific content that will help rank in the search engine, you have to make sure your site can be crawled and indexed. Follow our powerful SEO checklist!

Where to Start?

Set up Google Tag Manager

Easily update tracking codes and related code fragments on your mobile app or website. This

Tips

- [How to set up Google tag manager](#)

Set up Google Analytics

Google Analytics gives you the tools you need to better understand your customers

Tips

- [How to properly set up Google Analytics](#)

Technical SEO Checklist

Identify Bad Redirects

A redirect, in website terminology, is the process of forwarding, or otherwise pointing a URL and the associated page content to a different URL. A 302 is a temporary redirect and is used for site maintenance or time-specific promotions. It's best if you replace almost 302 redirects with 301 redirects

Tips

- [Learn more about how redirects work](#)

Find Broken Links and Crawl Problems

Broken links need to be fixed as soon as possible because they impact users and bots in a negative way. The larger your site, the more important this is

Tips

- [How to check for broken links](#)

Set up Google Search Console

Google Search Console enables you to monitor your site's performance in Google

Tips

- [Start setting up Google Search Console](#)

Technical SEO Checklist

Add your Robots.txt file

A robots.txt file lets you create a quick relationship with crawlers from search engines visiting your website and is a sign of quality.

Tips

- [Easily add Robots.txt file](#)

Check if your site is Mobile Friendly

A mobile-friendly website is when your regular website shrinks down to be small enough to display on a mobile device. It is essential that your site is responsive since it impacts usability, especially for searches.

Tips

- [Google's mobile-friendly testing tool](#)

Create an XML Sitemap and submit it to Google Search Console

An XML sitemap acts as a road map of your website which leads Google to all of your pages.

Tips

- [Free Sitemap generator](#) (up to 500 pages)

Powerful OnPage SEO checklist

Create a Keyword Research Sheet

Keyword research is a core SEO task that involves identifying popular words and phrases people enter into the search engine. It is important to understand the intent behind them is and it is very important to your SEO strategy

Tips

- [SEMRush](#)
- [Adwords Keyword Planner](#)

Get your Keyword into your Page URL

Keywords in the URL are known to be a ranking signal. Page URLs is important because keywords in the URL are a ranking factor and short and descriptive URLs can help with link building and user experience

Add filenames and Descriptive ALT Tags

Alternative text, also known as ALT Tags, are used for search engines to see images and look at files names. Alt Tags need to be both descriptive and useful

Powerful OnPage SEO checklist

Add your Keyword to your Title Tag

Interesting and easily recognizable titles with important keywords near the front help ensure that people don't lose track of your content. It normally is the first thing that users see and is a very strong signal for search bots to understand what the page is about

Add your keyword to your Meta Description

The Meta Description in HTML is the 155 character snippet used to summarize a web page's content. It is not used by search engines as a ranking signal, however, it lets visitors know what a page is about before they click on it

Add your keyword to your H1 Tag

H1 is a specific piece of HTML code that is usually wrapped around text. The H1 is considered the most important tag, and the H6 is the least important. It is important that there is one H1 in the entire page and that it appears before any other heading tag

Ultimate Off-Page SEO Checklist

Research your Competitors Link Profiles

The easiest way to start link building is by tracking where they are getting their most authoritative backlinks will help you to understand their strategy as well as how they are anchoring the links on their pages. Information on competitors are very powerful and they provide insights as to where you can gain similar links.

Tips

- [Use SEMRush to analyze your competitor](#)
- [Full Guide on competitive analysis](#)

Use Ahrefs to analyze your link profile

You can enter your domain into Ahrefs.com in order to see your domain score, unique root domains, and more. Ahrefs URL rating is a metric that shows how strong a backlink profile of a target URL is on a scale from 1 to 100.

Tips

- [Use SEMRush for your backlink profile](#)



GET SERIOUS SEO GROWTH, ALL MANAGED BY US

Brenton Way has worked on over 350+ SEO campaigns across multiple verticals with an average of 24% increase in traffic (3 months). Interested in having a fully-managed fractional marketing team? Get in contact with us to learn more about our strategies to success.

START GROWING YOUR SEO TRAFFIC ?

or

REQUEST A CASE STUDY ?

