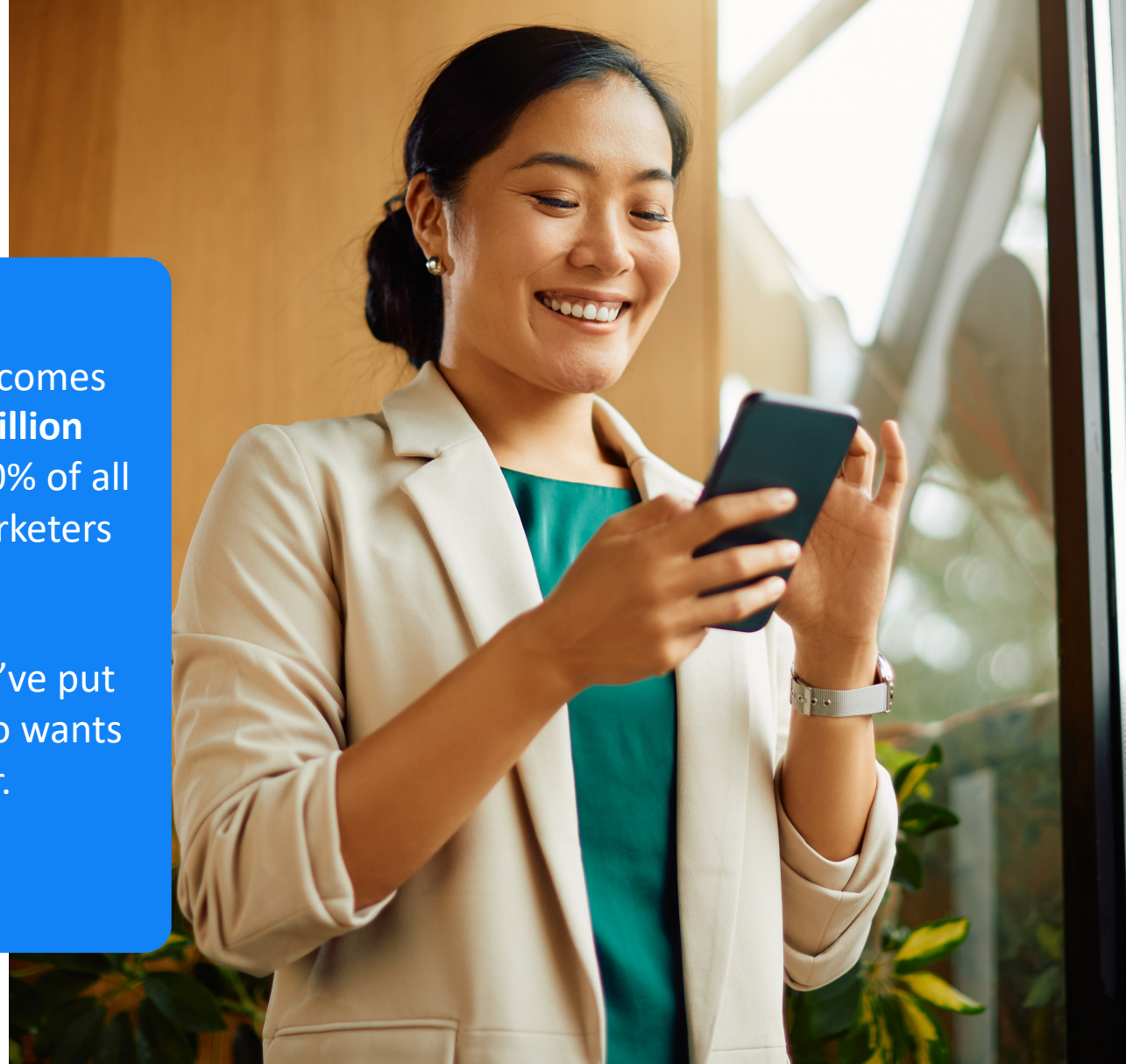


Complete SEO Checklist For 2023



Are you looking to stay ahead of the curve when it comes to SEO in 2023? Google processes more than **3.5 billion searches per day**, with search contributing up to 80% of all trackable website traffic. It's no wonder 82% of marketers say SEO has a positive impact on business goals.

So, how do you optimize your website for SEO? We've put together a comprehensive checklist for anyone who wants to stay on top of their SEO game in the coming year.



I. SEO Basics

☐

Set up the Google Search Console (GSC) and Bing Webmaster Tools

☐

Set up Google Analytics

☐

Install and configure an SEO plugin like WordPress

☐

Generate and submit a sitemap

☐

Create a Robots.txt file

☐

Check Search Console for manual actions

☐

Make sure that your website is indexed

II. Keyword Research

☐

Identify your competitors

☐

Conduct a keyword gap analysis

☐

Find your main money keywords

☐

Find long-tail keyword variations

☐

Find question keywords

☐

Analyze the intent of pages that rank

☐

Create a keyword map

☐

Prioritize by search volume and keyword difficulty

☐

Tap into online communities

III. Technical SEO

- | | | | |
|--------------------------|--|--------------------------|---|
| <input type="checkbox"/> | Leverage "Inspect URL" feature in GSC | <input type="checkbox"/> | Check for duplicate versions of your site |
| <input type="checkbox"/> | Ensure your website is mobile-friendly | <input type="checkbox"/> | Identify and fix broken links |
| <input type="checkbox"/> | Check your site's loading speed | <input type="checkbox"/> | Use an SEO-friendly URL structure |
| <input type="checkbox"/> | Make sure you are using HTTPS | <input type="checkbox"/> | Find and fix orphaned pages |
| <input type="checkbox"/> | Find and fix crawl errors | <input type="checkbox"/> | Check canonical tags |
| <input type="checkbox"/> | Check the page depth | <input type="checkbox"/> | Add structured data |

IV. On-Page and Content

☐

Fix duplicate, missing, and truncated title tags

☐

Find and fix duplicate or missing meta descriptions

☐

Find and fix multiple H1 tags

☐

Improve title tags, meta descriptions, and page content

☐

Run a content audit and prune content

☐

Optimize images for SEO

☐

Organize topic clusters

☐

Find and fix keyword cannibalization

☐

Update outdated content

☐

Improve content readability

V. Off-Page SEO

☐

Analyze your competitor's link profile

☐

Conduct a link intersect analysis

☐

Target your competitors' broken backlinks

☐

Leverage digital PR

☐

Implement the Skyscraper technique

☐

Turn unlinked mentions on the links

☐

Set up and optimize Google Business Profile

How many items did you check off in this SEO Checklist?
While the way people use search engines will continue to evolve, one thing that will remain consistent is why we bother to use search at all: in order to discover things we want or recall things we've seen.

If you need help along the way, contact an expert who can guide you through the process and make sure that all aspects of your website are optimized correctly.

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