SEO Checklist for 2022

Give your website its best chance to rank in the SERPs with this editable/printable checklist. Find more details on the expanded version. Interested in outsourcing your backlinking or other SEO services? Learn more about LinkGraph.

Foundational SEO Tasks

- ☐ Become familiar with SEO Terminology
- ☐ Create your Google Search Console account
- ☐ Set up Bing Webmasters Tools
- ☐ Set up Google Analytics
- ☐ Sign up for SearchAtlas

SEO Content Creation Checklist

- ☐ Find your best keywords
- ☐ Plan your content calendar
- ☐ Create fully-optimized content with the SEO Content Assistant tool
- ☐ Use your keywords in your heading tags
- ☐ Promote your content

On-Page SEO Checklist

- ☐ Optimize your URLs
- ☐ Optimize your title tags
- ☐ Create meta tags with SEO best practice
- ☐ Link to external resources
- ☐ Use internal links
- ☐ Use schema markup

Technical SEO Checklist

- ☐ Find and fix crawler errors
- ☐ Learn how Google indexes your page
- ☐ Fix broken links
- ☐ Ensure optimal mobile accessibility
- ☐ Switch from HTTP to HTTPS
- ☐ Check your site's speed performance

Backlink Building

- ☐ Reach out to industry peers
- ☐ Target your competitors' backlinks
- ☐ Attend conferences & community events
- ☐ Speak up: get invited to a podcast

Local SEO Checklist

- ☐ Set up your Google Business Profile
- ☐ Implement local business schema markup
- ☐ Connect with local media outlets
- ☐ Respond to reviews and questions on GBP weekly

Long-Term SEO Checklist

- ☐ Check your metrics often
- ☐ Add server space to maintain speeds and reduce outages
- ☐ Reoptimize meta-descriptions for higher CTRs
- ☐ Perform a content audit & prune under-performing content
- ☐ Revise outdated content
- ☐ Diversify your content

Notes:

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

linkgraph