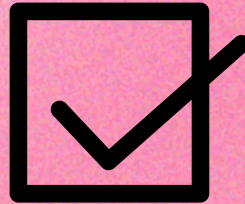


# 2023 SEO CHECKLIST

## 1. Tools

- Set Up GSC & Webmaster Tools
- Set Up Google Analytics
- Install Relevant Plug-ins
- Download Keyword Research Tools



## 2. Technical

- Ensure your site is secure with HTTPS
- Submit a Sitemap
- Ensure "Mobile-Friendliness"
- Check or create Robots.txt file
- Check Manual Actions
- Identify Crawl Errors, & Broken Links
- Optimize Site Speed

## 4. Content

- Solve user pain points
- Follow E.A.T.
- Consult experts in your industry
- Use schema & multimedia
- Refresh outdated content
- Strengthen your backlink profile

## 3. Research

- Fresh your understanding of search
- Find longtail, relevant keywords
- Match keywords to your UVPs
- Map keywords to your site
- Research Your Competitors
- Consult public/online communities
- Consult agency partnerships

## 5. On-Page

- URLs
- Title Tags
- Meta Descriptions
- Headings
- Internal Links
- Body Copy
- Images & More