SEO Plan Checklist

Here's an SEO plan checklist you can use as a template to guide your strategies:

Research

- ☐ Perform a technical SEO audit to identify and fix any website issues that may impact SEO.

- ☐ Conduct an indexation audit to ensure search engines can properly crawl and index your site.

- ☐ Conduct a competitor audit to analyze their SEO strategies and identify opportunities.

- ☐ Conduct keyword research to identify relevant and high-value keywords to target.

Present Research

- ☐ Silo opinions from different teams (dev, content, marketing) and focus on data-driven insights.

- ☐ Share the research findings and have discussions to align everyone on the SEO plan.

Planning

- ☐ Plan for a year, but allow flexibility for adjustments and changes.

- ☐ Organize tasks based on effort (low to heavy lifts) and impact (low to high).

- ☐ Include at least one high-impact project per quarter and fill in other times with low and medium-lift tasks.

Reporting

- ☐ Generate monthly or quarterly reports to track progress and performance.

- ☐ Highlight wins and losses to learn from them and improve future strategies.

Add to the Plan

- ☐ Continuously build and refine the SEO strategy throughout the year.

- ☐ Leave room for new ideas and growth to keep the SEO plan aligned with goals.