2022 SEO CHECKLIST
by linkgraph

Foundational 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

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 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

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 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- [ ] Revise outdated content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:

Give your website its best chance to rank in the SERPs with this editable/printable checklist. Interested in outsourcing your backlinking or other SEO services? Learn more at linkgraph.io