

The Ultimate SEO Checklist For 2020



BY CONTENT CLERKS

Contents

SEO tools Checklist

Keyword Research Checklist

Content Checklist

On-Page SEO Checklist

Technical SEO Checklist

Why should you use this checklist?

Hi reader!

You've made the right choice downloading this SEO checklist. In this guide, I have highlighted the best practices in SEO that will help you get higher rankings on search engines.

A little about me... I am the senior writer at [content clerks](#), a company that focuses on writing content for businesses on the internet.

The strategies I have laid out here are exactly the same that we use for all our clients.

If you are serious about doing SEO and getting higher rankings, then this is the guide for you.

SEO Tools

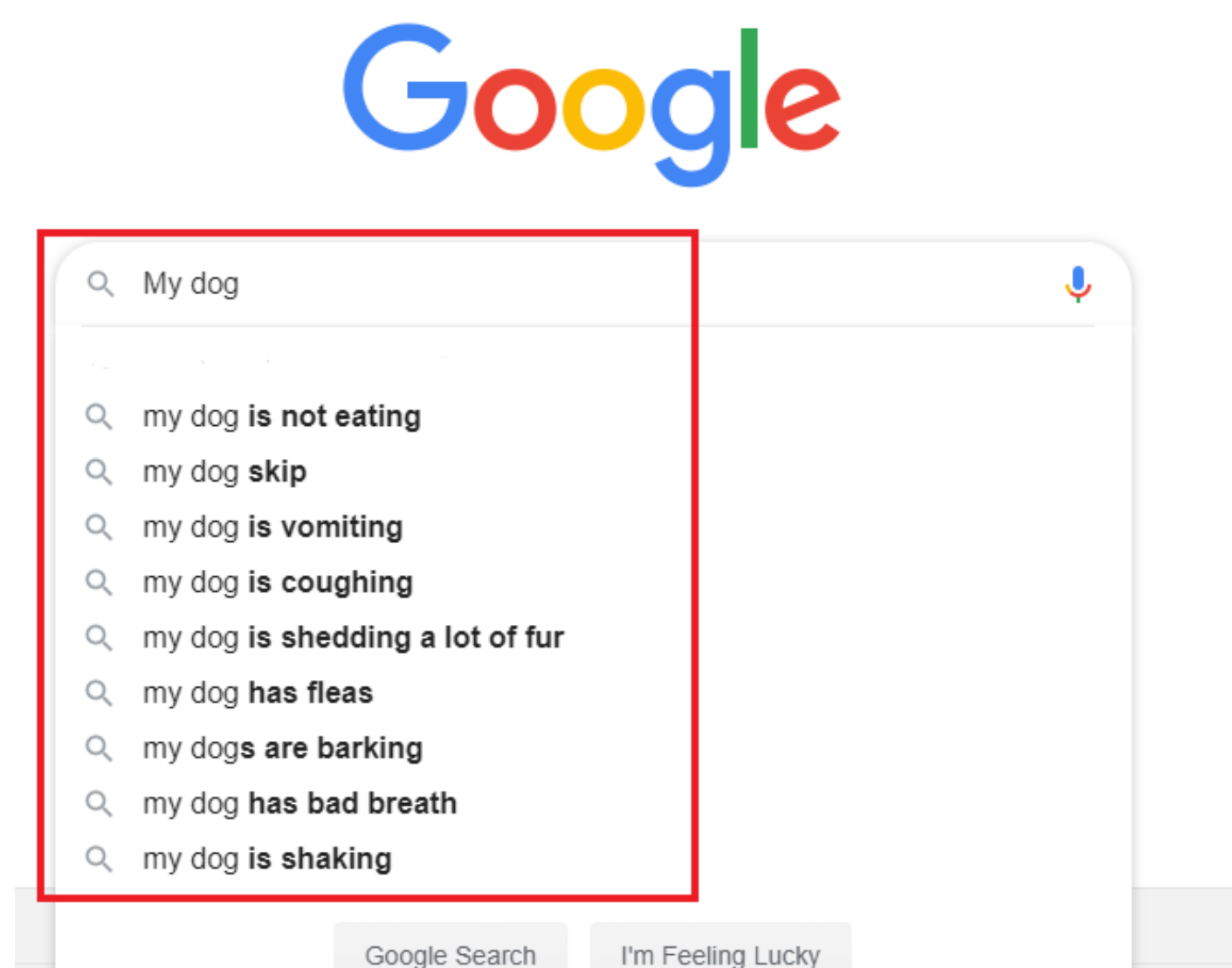
Before starting your SEO journey, you need to make sure you are equipped with the right SEO tools and plugins that will help you achieve the results you desire. So let's dive into it...

1. Make sure you set up your website on **Google Search Console**. This tool is designed to help you track your site's performance on Google Search.
2. Set up **Google Analytics**. This will give you all information on how people find and use your website.
3. Install **Yoast SEO** or **Rank Math** Plugin if you are on WordPress. These plugins will help you optimize your website for search engines.
4. Another great WordPress plugin is **Manage WP Worker** by Godaddy. Among many other features, it helps you track the performance of all your keywords.

Keyword Research Checklist

Keyword research is the foundation of SEO. Doing keyword research will give you insights on what content you should be creating in order to rank on search engines.

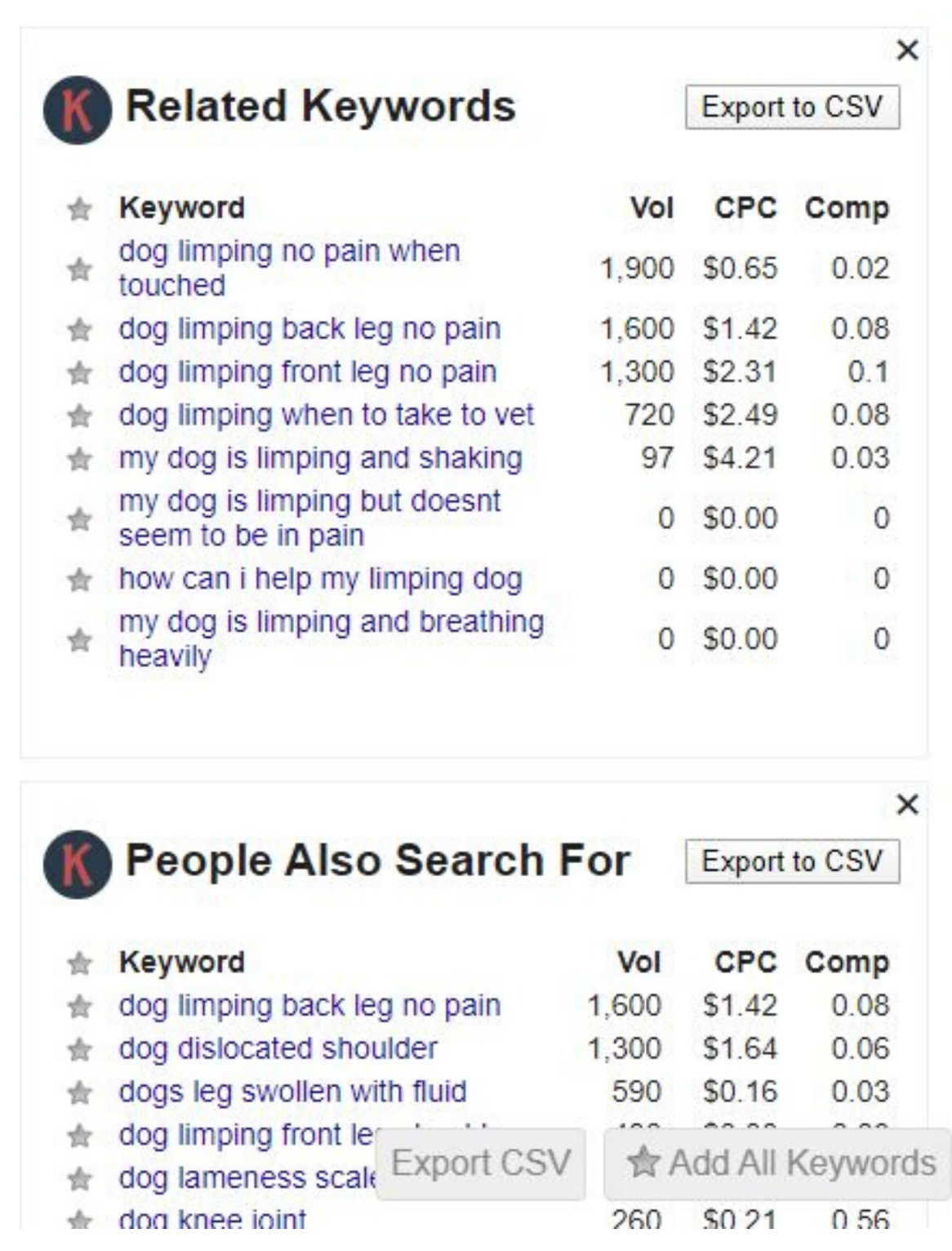
1. Use **Google Search Suggestions**. When you start typing a particular search term, Google will automatically give you suggestions. These suggestions are actually what other users search. Here is an example



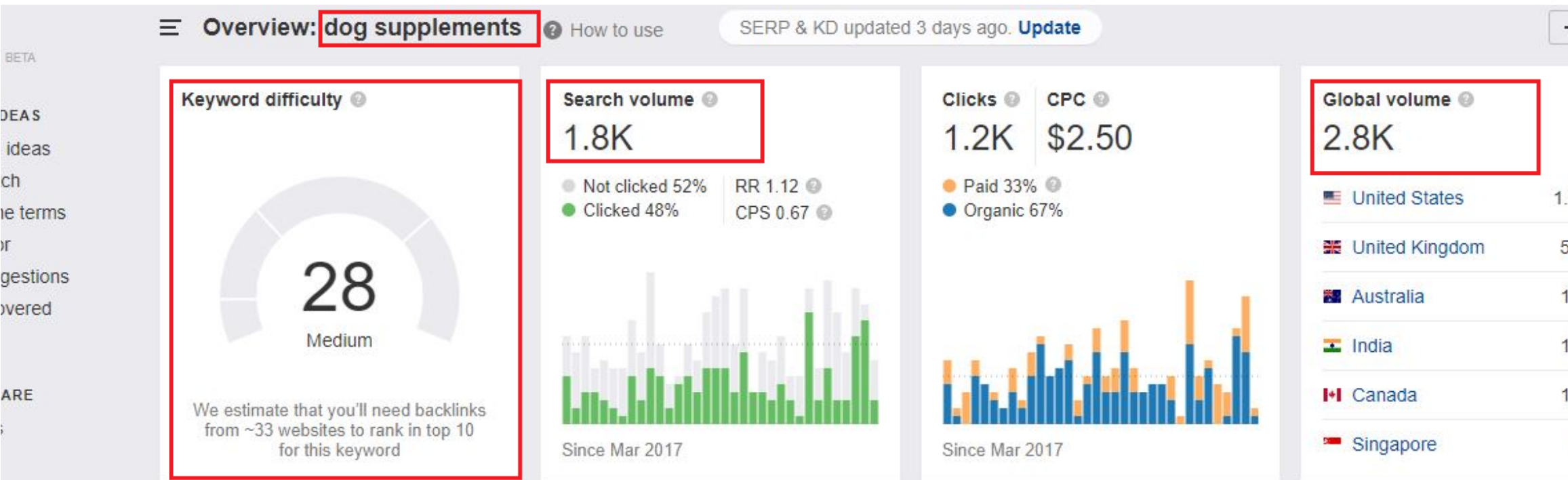
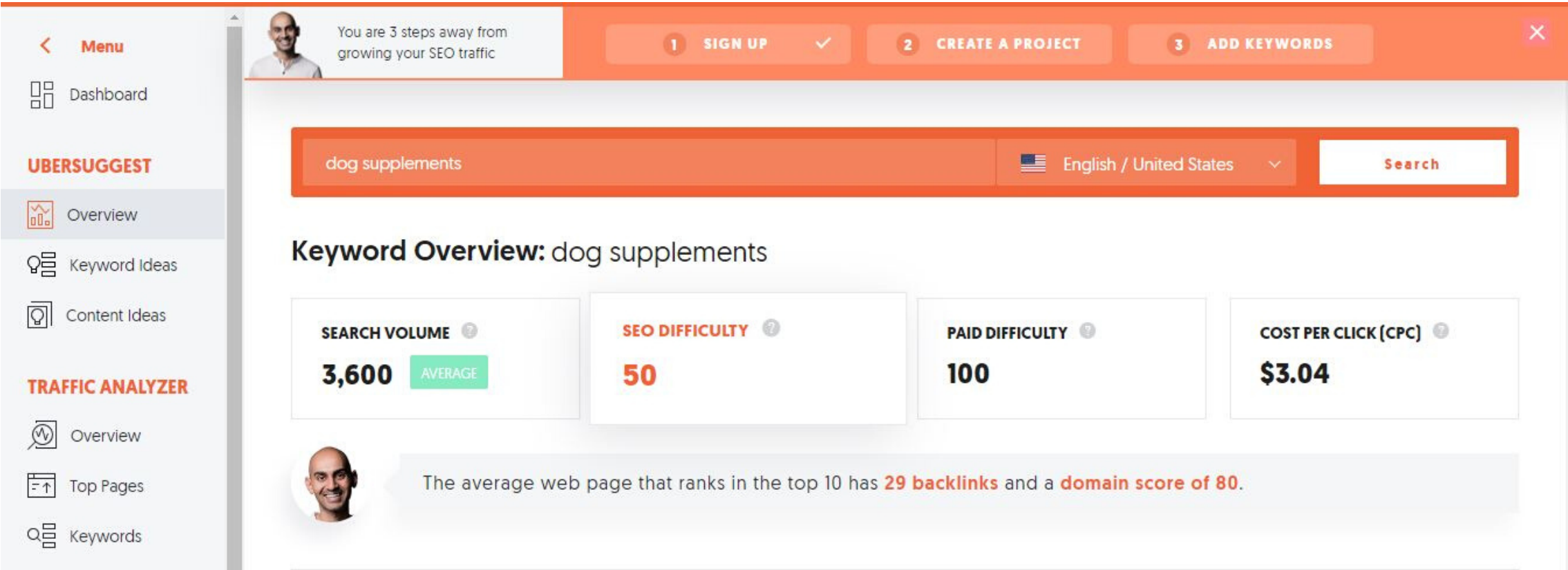
2. Take advantage of **Google Related Results**. At the bottom of every search result page, you will find related keywords that people also search.



3. Make use of chrome extensions like **Keywords Everywhere**. It scrapes Google Suggest keywords and suggests new related keywords, making your work much easier.



4. Find low competition keywords by using tools **Ubersuggest** (Free tool) and **Aherfs** (Paid Tool). These tools give you keyword data like Keyword difficulty, Search Volume, CPC, Trends and Estimated Visits.



5. Find "answer keywords" from **Answer The Public**. Use this tool with the Keywords Everywhere extension and get even more data.



Content Checklist

In SEO, content is king. You might get everything right but if your content is not right, you won't succeed.

1. **Create amazing content.** Simply put, find what your competitors are already ranking for and create better content.
2. Improve user experience by **chunking your content** to small readable paragraphs.
3. **Understand the search intent** and make sure you **cover the topic in-depth.**
4. **Use schema markup** to help search engines understand your site better.
5. Make use of **content formats** that are currently working.
6. Improve your content by **using multimedia** like images, infographics, videos and interactive quizzes.

At [Content Clerks](#), we use this exact content checklist where applicable.

On-page SEO Checklist

Now that you know about your content, let us pay attention to on-page SEO.

1. Let the main keyword phrase appear in the H1 title, in the meta description and at least one H2 subtitle.
2. Include keyword in URL
3. Have a meta description for your content and include the main keyword in the meta description.
4. Include the main keyword in the first paragraph of the article.
5. Have both internal and outbound links on your article. This is a good way for interlinking blog posts.
6. Optimize images for web publishing so they can load faster. You can also add "alternative text attributes" to your images based on your keywords.

7. Make sure your article is optimized for featured snippets. A featured snippet is a box of information Google places on top of the organic search results in an effort to quickly answer the search query.
8. Make use of FAQ Schema on your article.
9. Use synonyms and LSI keywords.

Take advantage of our [bulk ordering service](#) and have our experts do On-Page SEO for your WordPress website.

Technical SEO Checklist

Taking care of your technical SEO is not hard especially if you follow the checklist below...

1. Identify and fix crawl errors from Google Search Console.
2. Make use of Google Search Console's "Inspect URL" feature to find out how Google views your page.
3. Make sure your website is mobile friendly by using Google's Mobile-Friendly Test tool.
4. Use this free tool to find and fix all your broken links.
5. Make sure your website is secured with https.
6. Check your site's loading speed using PageSpeed insights.