

Symaxx Digital SEO checklist to rank new websites

SEO Basics

- Set up GSC and Bing Webmaster Tools
- Set up Google Analytics (GA)
- Install and configure an SEO plugin (WordPress)
- Generate and submit a sitemap to GSC and Bing
- Create a Robots.txt
- Check Webmaster Tools for any manual actions
- Make sure the site is indexed

Keyword Research

- Identify the competitors
- Find the main keywords
- Find long-tail keyword variations
- Create a keyword map
- Analyse the page intent of ranked results
- Make a list of questions being asked
- Check the target keyword difficulty

Technical SEO

- Ensure the site is using HTTPS
- Check for duplicate versions of the site
- Check for crawl errors and fix them
- Improve site speed
- Check for broken internal and external links
- Find and fix HTTP links on HTTPS pages
- Use SEO-friendly URL structure
- Add schema markup
- Check the page depth
- Check for redirects (301 & 302)

On-Site + Content SEO

- Check & fix duplicate or missing title tags
- Check & fix duplicate or missing meta descriptions
- Find & fix multiple H1 tags
- Improve title tags, meta descriptions, and page content
- Perform a content audit and prune low performing content
- Add alt tags to images
- Improve internal linking
- Check for keyword cannibalization
- Update content to ensure it's still relevant

Off-Site SEO

- Audit competitor backlinks
- Perform link intersect analysis
- Find and reach out to unlinked mentions
- Look for new link building opportunities
- Optimize Google My Business listing (GMB)

Our Website: <https://www.symaxx.com>