ART OF MEDIA DESIGN

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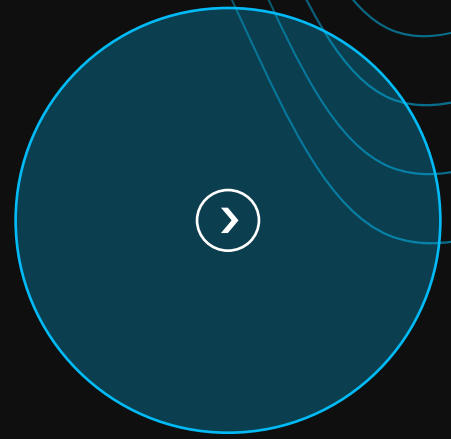
SEO CHECKLIST

ON-PAGE SEO CHECKLIST



2025

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Welcome Everyone

Thank you for downloading our free SEO checklist from Art of Media Design. This comprehensive resource includes a variety of on-page pointers and tasks that anyone can apply to enhance their website's SEO performance. We're excited to help you optimize your online presence and look forward to seeing you reap the rewards from implementing these proven SEO tips. Wishing you great success in your endeavors!

SEO- CHECKLIST

01 ☐
Set up Google Search Console

02 ☐
Set up Bing Webmaster Tools

03 ☐
Set up Google Analytics

04 ☐
Install Google Analytics

05 ☐
Install All in One SEO Plugin

06 ☐
Create a sitemap (XML)

07 ☐
Submit the sitemap to search engines

08 ☐
Ensure the option ‘Discourage search engines from indexing this site’ is not selected

09 ☐
Create a Robots.txt file

Please print all pages and check each box as you complete the tasks listed.

SEO- CHECKLIST

10

Check for any manual actions issued against the site using Google Search Console

11

Create a comprehensive keyword list

12

Use Google's intuitive search to find new keywords

13

Identify question-based keywords

14

Pull monthly search statistics for the new keyword list

15

Analyze and adapt competitors' keyword strategies and statistics

16

Include a mix of low, medium, and high volume keywords in your strategy

17

Include your main keyword + location in all H1 & H2 headers

18

Place the main keyword within the first 100 words of text on each page

SEO- CHECKLIST

19

Ensure anchor text includes the keyword, avoiding vague phrases like “click here”

20

Include targeted keywords in image file names and alt tags

21

Install an SSL certificate to secure your website

22

Switch to HTTPS to enhance security

23

Use Google Search Console URL inspection tool to ensure the site is crawlable

24

Fix any broken images on the site

25

Eliminate all 404 errors and broken pages or links

26

Identify and resolve any crawl errors found

27

Improve site speed to enhance user experience

SEO- CHECKLIST

28 ☐
Achieve a score above 80 on Google Speed Insights for desktop

29 ☐
Achieve a score above 80 on Google Speed Insights for mobile

30 ☐
Use the disavow links tool in Google Search Console to remove harmful backlinks

31 ☐
Ensure the site is accessible from only one domain to avoid duplication

32 ☐
Confirm the site is mobile-friendly and responsive

33 ☐
Use short, descriptive URLs that include one keyword + location

34 ☐
Utilize All in One SEO Plugin to craft SEO-optimized titles and descriptions

35 ☐
Write catchy title tags that target a specific keyword + location

36 ☐
Ensure every page has a unique title tag

SEO- CHECKLIST

37

Write compelling page descriptions that include the targeted keyword and city

38

Ensure every page has a unique description

39

Connect all social media icons to their respective accounts

40

Include at least three internal links on each main page

41

Include two external links on each main page

42

Ensure all external links open in a new window to keep users on your site

43

Aim for 1000+ words of text on each main page

44

Keep all information up to date and accurate

45

Include a clear Call to Action in the hero section of the homepage

SEO- CHECKLIST

46

Organize headers with clear spacing between sections

47

Ensure the content reads naturally, as if written by a human

48

Restrict image widths to a maximum of 1920px to fit within the site’s layout

49

Compress images to reduce load times

50

Regularly update the site, at least every 30 days

51

Incorporate videos into the site to engage visitors

52

Add new blog posts this month to keep content fresh and engaging