

# Your Step-by-Step SEO Checklist

## 2023 Edition

### ➤ SEO Tasks prior to website build

- Keyword research
- Keyword mapping
- Copy brief
- SEO Copy

### ➤ Pre-live SEO Checklist

- Add an SEO plugin to your website
- Check title tags & meta descriptions
- Check page titles & headings
- URLs
- Images
- Internal linking
- Robots.txt
- Redirects
- Add schema
- Check mobile friendliness
- Check site load speed
- URLs

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### Go-live SEO Activities

- Add tools (Google Search Console, GA, etc.)
- Check website is crawlable
- Add sitemap to Google Search Console
- Check pages for broken links

### Post-live SEO Checklist

- Off-site SEO & link building
- Google Business profile
- Periodically check Google Search Console
- Introduce content marketing
- Check keyword rankings

### Next Steps

- Write quality content

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