



SEO – Initial Tasks Checklist

Client Name: _____

- Keyword Research
- Competitor Analysis
- Link Profile Research
- Set up Google Drive Folder
- Set up Moz Ranking Reports
- Save and Send Original Rankings Report
- Set up Gmail Folder
- Set up Evernote Folder
- Set up Links Spreadsheet
- Set up Google Analytics
- Set up Google Webmaster Tools
- Obtain FTP, CPanel, and/or CMS credentials
- On Page Optimization Audit ----->
- On Page Optimization Updates Executed
- Establish blog feed functionality on site
- Submit Site to Directories (Fiverr)
- Establish and/or Optimize Facebook Profile
- Establish and/or Optimize Twitter Profile
- Purchase a few followers on Twitter
- Purchase a few likes on Facebook
- Claim, Establish and/or Optimize Google Maps Profile
- Claim, Establish and/or Optimize Yelp Profile
- Claim, Establish and/or Optimize Bing Places Profile
- Claim, Establish and/or Optimize Yahoo Local Profile
- Prepare and Publish PR Web Press Release
- Produce and Optimize YouTube Video
- Obtain List of Customer Emails for Review Building

On-Page Optimization List

- Page Titles
- Meta Descriptions
- Meta Keywords
- Canonical Tags
- Site Hierarchy
- Copyscape/Duplicate Check
- Headers
- Word Count
- Keyword Density
- Internal Links
- Alt Tags
- Bold, Italics
- Social Links Accurate
- No Broken Links, 404 errors
- 301 Redirects
- Site Map

Link Building

- Add links from client sites
- Request Links from Clients Friends/Family
- Look into One Way Links
- Obtain lists from Trusted Vendors
- Check Fiverr for Industry Links/Banners
- Explore Local and/or Curated Directories
- Explore Industry Sites
- Blog feed