

SEO Checklist (2026 Edition)

Use this checklist before publishing every blog post or landing page.

Keyword Research

- ☐ Choose one primary keyword
- ☐ Identify 3-5 secondary keywords
- ☐ Analyze search intent
- ☐ Review competitor pages
- ☐ Include long-tail keywords

On-Page SEO

- ☐ SEO title (50-60 characters)
- ☐ Meta description (140-160 characters)
- ☐ Keyword in H1
- ☐ Keyword in first paragraph
- ☐ Use H2/H3 headings
- ☐ Optimize URL slug
- ☐ Add internal links
- ☐ Add external authority links
- ☐ Optimize images and ALT text
- ☐ Use schema markup where appropriate

Content Quality

- ☐ Original, helpful content
- ☐ Answer user questions
- ☐ Add FAQ section
- ☐ Include pros & cons
- ☐ Use comparison tables if relevant
- ☐ Proofread grammar
- ☐ Avoid keyword stuffing

Technical SEO

- ☐ Mobile-friendly
- ☐ Fast loading
- ☐ HTTPS enabled
- ☐ XML sitemap updated
- ☐ Robots.txt checked
- ☐ Canonical URL
- ☐ No broken links

Promotion

- ☐ Share on Pinterest
- ☐ Share on Facebook
- ☐ Share on X
- ☐ Share on LinkedIn
- ☐ Email subscribers
- ☐ Monitor Google Search Console
- ☐ Track Analytics