

# SEO Checklist

Creatively Web Design & Development



Keyword research

Keyword rich title tags

Meta description

Keyword rich focus keyword

Image alt tags

Setup and implementing Google Analytics

Setup and implementing Google Webmaster

Optimizing Robots.txt

Heading tags

Social media presence

Broken links

Custom 404 page

Set up Yoast

Add XML site map

Deep link content among pages

Optimize internal links

Create 301 redirects if needed

Set geotags

Create rich snippets