

SEO Best Practices Checklist for 2018

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- Have you installed Google Analytics
- Have you setup Google Search Console
- Optimize website for long tail keywords
- Submit robot.txt file Google Search Console
- Submit XML sitemap in Google Search Console
- Ensure your website is Mobile Friendly
- Have you implemented SSL Certificate
- Fix broken links, crawl error
- Check for 301 & 302 redirection issues
- Implement Structure Data
- Make your website page speed super fast
- Check for duplicate content
- Internal link inner webpages
- Make sure you have added alt-tags to all images
- Include main keywords in H1 tag
- Optimize meta descriptions & title tags with
keywords
- Use LSI (Latent Semantic Indexing) keywords in
your content
- Have you checked for keywords density of the
content

- Are the content optimized for voice search
- Does your backlinks are from relevant sites