

SEO Basics:

- Set up GSC and Bing Webmaster tools.
- Set up Google Analytics.
- Install and configure an SEO plugin (WordPress).
- Generate and submit a sitemap.
- Create a Robots.txt file.
- Check Search Console for manual actions.
- Make sure that your website is indexed.

SEO Basics Tools

Google Search Console
Google Analytics
Bing Webmaster Tools
Yoast
Semrush Organic Research Tool

Keyword Research:

- Identify your competitors.
- Conduct a keyword gap analysis.
- Find your main 'money' keywords.
- Find long-tail keyword variations.
- Find questions keywords.
- Analyze the intent of pages that rank.
- Create a keyword map.
- Prioritize by search volume and keyword difficulty.

Keyword Research Tools

Semrush Keyword Magic Tool
Semrush Keyword Gap Tool
Google Ads
Semrush Topic Research
People Also Ask
Answer The Public

Technical SEO:

- Leverage "Inspect URL" feature in GSC.
- Ensure your website is mobile friendly.
- Check your site's loading speed.
- Make sure you are using HTTPS.
- Find and fix crawl errors.
- Check the page depth.
- Check for duplicate versions of your site.
- Identify and fix broken links.
- Use an SEO-friendly URL structure.
- Find and fix orphaned pages.
- Check canonical tags.
- Add structured data.

Technical SEO Tools

GSC and GA
PageSpeed Insights
Google's Mobile-Friendly Test
Semrush Site Audit
Structured Data Markup Helper
Merkle Schema Markup Generator

On-Page and Content:

- Fix duplicate, missing, and truncated title tags.
- Find and fix duplicate or missing meta descriptions.
- Find and fix multiple H1 tags.
- Improve title tags, meta descriptions and page content.
- Run a content audit and prune content.
- Optimize Images for SEO.
- Organize topic clusters.
- Find and fix keyword cannibalization.
- Update outdated content.
- Improve content readability.

Off-Page SEO Tools:

- Analyze your competitor's link profile.
- Conduct a link intersect analysis.
- Target your competitors broken backlinks.
- Leverage digital PR.
- Implement the Skyscraper technique.
- Turn unlinked mentions into links.
- Set up and optimize Google Business Profile.

On-Page and Content Tools

Semrush Content Audit
Semrush Topic Research
SEO Writing Assistant
On Page SEO Checker

Off-Page SEO Tools

Semrush Backlink Audit
Semrush Backlink Analytics
Semrush Backlin Gap
Semrush Link Building Tool
HARO
Prowly
Google Business Profile