

NEW VISION GROUP

2023 SEO Checklist



New Vision Group

Optimizing your website for search is within your reach.

IT JUST TAKES ONE STEP AT A TIME.



We created this SEO checklist with links to vital resources to help get you started on building your SEO Basics foundation. Everything in this checklist reflects a systematic work flow that we have developed over many years of working with clients to drive organic traffic, create positive user experiences, and convert users into customers.



New Vision Group

How to use this checklist.

Each section will cover one of the fundamental areas of SEO. Everything you see on this checklist is incrementally, as well as cumulatively, important. Use this checklist as a framework



to build out your SEO strategy. The resources offered provide links to important sites that are vital to an effective SEO strategy. Remember one step at a time.

- 1 SEO Strategy & Analytics Setup**
- 2 Keyword Research & Analysis**
- 3 SEO Content Creation**
- 4 On-Page SEO**
- 5 On-Page Technical SEO**
- 6 Off-Page SEO**



SEO Strategy & Analytics Setup

- ☐ Setup Google Search Console
- ☐ Set up Google Analytics
- ☐ Link Google Analytics and Google Search Console
- ☐ Install an effective SEO plugin, like Yoast
- ☐ Generate an XML sitemap
- ☐ Create a robots.txt file
- ☐ Check Google Search Console for manual actions
- ☐ Verify your website is being indexed



RESOURCES

[Google Search Console](#)

[Google Analytics](#)

[Plug-In SEO](#)

[XML Sitemaps](#)

[Yoast](#)



New Vision Group

Keyword Research & Analysis



- ☐ Locate content that ranks in the top 20
- ☐ Research and identify your competitors
- ☐ Create a list of converting keywords
- ☐ Create a list of question keywords
- ☐ Conduct a competitive keyword analysis
- ☐ Target the intent of your ranking pages
- ☐ Prioritize Keywords by volume and difficulty
- ☐ Build and integrate keyword groups

RESOURCES

[Google Keyword Planner](#)

[Google Trends](#)

[SEMrush](#)

[Ahrefs](#)

[Long Tail Pro](#)



SEO Content Creation

- ☐ Create new content from your keyword research
- ☐ Update or remove content that is no longer relevant
- ☐ Create better formatting to increase readability
- ☐ Enrich your content with relevant information
- ☐ Always keep your content up-to-date
- ☐ Create evergreen content



RESOURCES

[Infogram](#)

[Pexels](#)

[SEMrush SEO Writing](#)

[Canva](#)

[What is evergreen content?](#)



On-Page SEO

- ☐ Optimize and correct page title tags
- ☐ Optimize and correct meta description
- ☐ Optimize and correct H1 tags
- ☐ Optimize images
- ☐ Run a WDF*IDF analysis to discover popular keywords
- ☐ Improve internal linking
- ☐ Detect and fix keyword cannibalization within your site
- ☐ Create URLs that are SEO friendly



RESOURCES

[Check My Links](#)

[Text Tools](#)

[Screaming Frog](#)

[Moz's Title Tag Preview](#)

[Keyword Cannibalization](#)



On-Page Technical SEO

- ☐ Use HTTPS
- ☐ Make sure your website is mobile-friendly
- ☐ Check your Core Web Vitals for desktop and mobile
- ☐ Locate and correct crawl errors
- ☐ Check for canonical tags
- ☐ Inspect URLs with Google Search Console
- ☐ Check for duplicate versions of your site
- ☐ Locate and correct broken internal links



RESOURCES

[Google URL Inspection Tool](#)

[SEMrush Site Audit](#)

[Core Web Vitals Report](#)



New Vision Group

On-Page Technical SEO (Continued)

- ☐ Add structured data
- ☐ Check page depth for optimal clicks
- ☐ Locate and correct orphaned pages



RESOURCES

[Structured Data Markup](#)

[Schema Markup Generator](#)



New Vision Group

Off-Page SEO

- ☐ Perform a link intersect analysis
- ☐ Sign up with HARO and respond to queries
- ☐ Reclaim unlinked mentions & broken backlinks
- ☐ Setup & Optimize Google My Business



RESOURCES

[SEMrush Backlink Planner](#)

[Ahrefs](#)

[HARO](#)

[Google My Business](#)

[Google Alerts](#)



New Vision Group

Do You Need Help With Your SEO?

We understand SEO is everchanging and can be a bit overwhelming. Let us handle it for you, so you can handle your business!

We offer reliable, ongoing SEO strategies delivered by a team that is focused on meeting your business goals, and delivering results you can see.

GET A FREE SEO CONSULTATION



New Vision Group