



# SEO Fundamentals Checklist

## Content Quality & User Intent

- ☐ Analyze search results for each target keyword to understand user intent and the types of content currently ranking.
- ☐ Match the informational depth of your content to what users expect for each query—comprehensive for complex topics, concise for simple questions.
- ☐ Choose content formats (guides, FAQs, tables, videos, infographics) that best serve the user's intent.
- ☐ Calibrate language and tone to your audience—technical for experts, accessible for general readers.
- ☐ Ensure every piece of content offers unique value or perspective beyond what already exists.
- ☐ Identify and fill gaps left by competitors' content.
- ☐ Structure content for both readability (clear headings, logical flow) and search engine clarity (semantic HTML, internal linking).

## Technical SEO & User Experience

- ☐ Optimize site speed and performance, focusing on how quickly pages become usable for real users.
- ☐ Ensure mobile responsiveness: layouts, touch targets, font sizes, and content prioritization for smaller screens.
- ☐ Maintain a clean site architecture with logical navigation and organized categories.
- ☐ Ensure all pages are crawlable and indexable; keep robots.txt and sitemaps up to date.
- ☐ Use semantic HTML and implement structured data (schema.org) for key content types.
- ☐ Regularly audit for broken links, duplicate content, and technical errors.
- ☐ Prioritize technical changes that have the greatest impact on user experience.

## Strategic Link Building & Value Creation

- ☐ Audit your content to identify assets with unique, link-worthy value (original research, comprehensive guides, useful tools).
- ☐ Research who links to similar content in your niche and what formats or topics attract links.
- ☐ Create or enhance content to serve both end users and potential linkers (journalists, bloggers, industry experts).
- ☐ Focus outreach on building genuine relationships with relevant creators, not transactional link exchanges.
- ☐ Engage in collaborative content creation, expert interviews, or community participation to earn natural citations.
- ☐ Avoid manipulative link schemes; prioritize organic, value-driven endorsements.

## Ongoing Assessment & Improvement

- ☐ Regularly review your content, technical, and link-building efforts for alignment with user needs and evolving best practices.
- ☐ Use competitor analysis to spot new gaps and opportunities.
- ☐ Monitor the impact of algorithm updates, but focus improvements on fundamentals rather than reactive changes.
- ☐ Foster a culture of continuous improvement and user-centric thinking across your SEO and content teams.