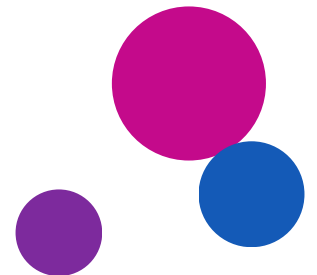




SEO CHECKLIST

50 points to review your website

A practical AnaK SEO Lab guide to identify issues, opportunities, and priority actions.





BEFORE YOU START

How to use this checklist?

You don't need to be an SEO specialist. Go through all 50 points and check what is already in place.

- 01 Review** Check each point on your website.
- 02 Check** ☐ Done ☐ Pending ☐ Not applicable
- 03 Prioritize** Tackle the issues that affect visibility or conversions first.



CHECKLIST • 01/08

Technical SEO

Check every point that is already implemented.

- | | |
|--|--|
| ☐ Your website uses HTTPS and shows no security warnings. | ☐ The robots.txt file does not block key pages. |
| ☐ Google can crawl your important pages. | ☐ There are no significant 404 errors or redirect chains. |
| ☐ Important pages are indexed. | ☐ Every important URL has a correct canonical version. |
| ☐ An up-to-date XML sitemap exists. | |

Check every point that is already implemented.
Pending items are your priority opportunities.



CHECKLIST • 02/08

On-page SEO

Check every point that is already implemented.

- ☐ Every page has a unique, descriptive title.
- ☐ URLs are short, descriptive, and easy to understand.
- ☐ Every page has a useful meta description.
- ☐ The primary keyword matches search intent.
- ☐ There is a clear, relevant H1.
- ☐ Images have descriptive file names and ALT attributes.
- ☐ H2/H3 headings are organized by topic.

Check every point that is already implemented.
Pending items are your priority opportunities.



CHECKLIST · 03/08

Content

Check every point that is already implemented.

- ☐ Each page clearly satisfies a search intent.
- ☐ Duplicate or overly similar content is avoided.
- ☐ Content provides original, useful information.
- ☐ There is a content strategy aligned with business goals.
- ☐ Common user questions are covered.
- ☐ Content is updated when the topic requires it.

Check every point that is already implemented.
Pending items are your priority opportunities.



CHECKLIST • 04/08

Keywords

Check every point that is already implemented.

- ☐ There is an up-to-date keyword research.
 - ☐ Long-tail opportunities are identified.
 - ☐ Keywords are grouped by search intent.
 - ☐ Rankings, impressions, and clicks are reviewed regularly.
 - ☐ Each important keyword has a target URL.
 - ☐ Terms with commercial and/or strategic potential are prioritized.
-

Check every point that is already implemented.
Pending items are your priority opportunities.



CHECKLIST · 05/08

UX & performance

Check every point that is already implemented.

- ☐ The website works properly on mobile.
- ☐ Main content appears without relying on blocked elements.
- ☐ Important pages load quickly.
- ☐ The user experience supports conversion.
- ☐ Interactive elements are easy to use.
- ☐ Buttons and forms are visible and clear.

Check every point that is already implemented.
Pending items are your priority opportunities.



CHECKLIST · 06/08

Internal linking

Check every point that is already implemented.

- ☐ Strategic pages receive internal links.
- ☐ There are no important orphan pages without internal links.
- ☐ Anchor text describes the destination.
- ☐ Broken links and internal linking opportunities are reviewed.
- ☐ Blog articles link to related services.
- ☐ Important pages are not too many clicks away.

Check every point that is already implemented.
Pending items are your priority opportunities.



CHECKLIST • 07/08

Local SEO

Check every point that is already implemented.

- ☐ The Google Business Profile is complete and up to date.
- ☐ Name, address, and phone number are consistent across the web.
- ☐ The primary category accurately represents the business.
- ☐ Relevant local signals exist for target cities or areas.
- ☐ Relevant services and products are configured.
- ☐ Reviews are consistently earned and managed.

Check every point that is already implemented.
Pending items are your priority opportunities.



CHECKLIST · 08/08

Authority & structured data

Check every point that is already implemented.

- ☐ The business has consistent profiles and mentions on relevant sites.
- ☐ Brand appearances in rich results are reviewed.
- ☐ The site's topical authority is being developed.
- ☐ Competitors and new visibility opportunities are monitored.
- ☐ Authors and experts are clearly identified when appropriate.
- ☐ Relevant Schema Markup is implemented.

Check every point that is already implemented.
Pending items are your priority opportunities.



RESULTADOS

What is your SEO score?

Count how many of the 50 points you have implemented.

40–50

Excellent foundation

Maintain, measure, and look for growth opportunities.

30–39

Good starting point

There are clear improvements that can increase your visibility.

20–29

Needs attention

Prioritize technical issues, content, and strategic pages.

0–19

High opportunity

Start with the fundamentals before scaling content or campaigns.



Want to know what is holding your website back?

AnaK SEO Lab can help you turn these pending items into an actionable SEO plan.

NEXT STEP

Request a personalized SEO strategy

anakseolab.com

You can customize this page with your CTA, form, QR code, or contact details.