

SEO Checklist

TECHNICAL • ON-PAGE • LOCAL • MEASUREMENT

BUILD SMARTER.
LAUNCH FASTER.
GROW WITH CONFIDENCE.
LeetIndustries.com/resources/

01 FOUNDATION

Website

Primary Domain

Audit Date

SEO Goal

- ☐ HTTPS Enabled
- ☐ XML Sitemap
- ☐ Website Indexed

- ☐ SSL Valid
- ☐ Robots.txt

03 TECHNICAL SEO

- ☐ Mobile Friendly
- ☐ Core Web Vitals
- ☐ Broken Links Checked
- ☐ Crawl Errors Reviewed
- ☐ Fast Load Speed
- ☐ Structured Data
- ☐ Redirects Verified
- ☐ Duplicate Content Checked

02 ON-PAGE SEO

- ☐ Unique Page Titles
- ☐ One H1 Per Page
- ☐ Clean URLs
- ☐ Image ALT Text
- ☐ Meta Descriptions
- ☐ Proper Heading Structure
- ☐ Internal Linking
- ☐ Canonical Tags

05 CONTENT

- ☐ Keyword Research Complete
- ☐ Supporting Keywords
- ☐ FAQ Content
- ☐ Primary Keywords Assigned
- ☐ Content Freshness Reviewed
- ☐ Blog Strategy

Primary Target Keywords

04 LOCAL SEO

- ☐ Google Business Profile
- ☐ Local Keywords
- ☐ Customer Reviews
- ☐ NAP Consistency
- ☐ Location Pages
- ☐ Local Business Schema

07 TOP PRIORITIES

Top SEO priorities

01

02

03

04

05

06 MEASUREMENT

- ☐ Google Analytics
- ☐ GA4 Conversion Tracking
- ☐ Monthly Reporting
- ☐ Google Search Console
- ☐ Bing Webmaster Tools