Ducks In Rows

Quick SEO Tasks Checklist

Optimize your website with 20 minutes/day

On-Page SEO

- ❏ **Keyword research & topic ideas - 20 minutes**
- ❏ **Audience research - 20 minutes**
- ❏ **Title tag & meta description updates for 1 page - 5 minutes**
    - ❏ Title tags should be 60 characters or less
    - ❏ Meta descriptions should be 155 characters or less
    - ❏ Both should be unique
- ❏ **Add formatting to pages - 15 minutes**
    - ❏ Use headlines and subheadlines
    - ❏ Insert lists where applicable
    - ❏ Add images, videos
- ❏ **Make URLs comprehensive - 15 minutes**
    - ❏ URL should make sense to the user
        - ❏ Example: example.com/puppies-adorably-confused-by-raindow makes more sense than example.com/391nfns2o53226-
    - ❏ Contains targeted keywords
    - ❏ Use hyphens for spaces.
- ❏ **Add links - 10 minutes**
    - ❏ Link pages to other relevant pages
        - ❏ Example: resources, trainings, blog posts, etc.