

Category	Task	Status (Done/To Do)	Notes
Technical SEO	Verify HTTPS		
	Ensure SSL certificate is valid		
	Implement lazy loading		
	Optimize for Core Web Vitals		
	Set up proper redirects		
	Optimize for crawl budget		
	Enable Gzip compression		
	Use a CDN		
	Minify CSS, JS, and HTML		
	Check for mixed content		
	Configure robots.txt		
	Submit XML sitemap		
	Auto-update sitemap		
	Fix crawl errors		
	Check indexation		
	Block unnecessary pages		
	Test website speed		
	Fix Core Web Vitals		
	Ensure mobile-friendliness		
	Reduce server response time		
	Use clean URLs		
	Remove duplicate content		
	Fix canonicalization issues		
	Add breadcrumbs		
	Validate structured data		
	Check IP reputation		
	Optimize pagination		
On-Page SEO	Optimize title tags		
	Use schema markup for rich results		
	Ensure proper meta viewport tag		
	Add FAQ sections		

	Include outbound links		
	Optimize page headings		
	Write compelling meta descriptions		
	Use H1 tags correctly		
	Structure subheadings (H2, H3)		
	Avoid keyword cannibalization		
	Add LSI keywords		
	Optimize images		
	Compress images		
	Check internal linking		
	Fix broken links		
	Ensure readable URLs		
	Target unique keywords		
	Update outdated content		
	Use multimedia		
	Improve readability		
Off-Page SEO	Audit backlinks		
	Track competitor link-building		
	Engage in guest blogging		
	Submit to niche directories		
	Disavow toxic links		
	Build high-authority links		
	Monitor link growth		
	Reclaim broken links		
	Leverage unlinked brand mentions		
	Diversify anchor text		
Local SEO	Verify Google My Business listing		
	Optimize for voice search		
	Add schema for local businesses		
	Use geotagged images		
	Check NAP consistency		
	Collect customer reviews		

	Use local keywords		
	Remove duplicate GMB listings		
Content Audit	Identify top-performing pages		
	Use topic clusters		
	Add social sharing buttons		
	Create evergreen content		
	Use analytics for user insights		
	Check for thin content		
	Refresh outdated pages		
Analytics & Tracking	Verify GA4 setup		
	Set up custom dashboards		
	Track ranking fluctuations		
	Enable conversion tracking		
	Monitor organic traffic		
Competitor Analysis	Identify top competitors using SEMrush or Ahrefs.		
	Compare keyword rankings.		
	Analyze competitor backlink profiles.		
	Study competitors' top-performing content.		
	Track competitors' content promotion strategies.		
	Identify gaps in your content versus competitors.		
	Benchmark domain authority against competitors.		
	Analyze competitors' site structure and navigation.		
	Use tools like BuzzSumo to find trending topics in your niche.		
	Monitor competitors' social media engagement.		