

# SEO Launch Checklist

Whether you're a seasoned digital marketer or a business owner aiming to boost your online visibility, our checklist will lead you through the essential elements of Search Engine Optimization (SEO).

Check off  
each item

## Keywords & on page

- ☐ Conduct a keyword gap analysis to discover opportunities to rank
- ☐ Focus on one main keyword per page
- ☐ Focus main keyword in H1 + related secondary keyword in H2
- ☐ Add long-tail / semantic keywords within the page text (mentioned around 6/7 times)
- ☐ Don't forget the meta data: 55 character page title, 155 character description that includes a call to action
- ☐ Focus your keyword in the page URL
- ☐ Ensure all images are alt-tagged for accessibility

## Page speed

- ☐ Run a Google Lighthouse report to check page loading speed
- ☐ Compress all images to enable fast-loading pages
- ☐ Reduce server (HTTP) requests to ensure a fast-loading website

## Technical SEO

- ☐ Dynamic XML sitemap loaded
- ☐ Crawl sitemap with Screaming Frog to check for broken links
- ☐ Utilise a robots.txt file to tell search engine crawlers which URLs they can access on your site
- ☐ Ensure 301 redirects are in place
- ☐ Check website is responsive on mobile and make it a priority:  
<https://search.google.com/test/mobile-friendly>

## Off-site marketing

- ☐ Ensure marketing budget is agreed
- ☐ Earned media
- ☐ PR
- ☐ Paid marketing campaign
- ☐ Video promotional content
- ☐ Email marketing
- ☐ Planned content and promotional calendar

## Linking

- ☐ Try to link to external sources in blogs / case studies / news on your site
- ☐ But ensure there are no more than 30 external links per page
- ☐ Check there are no broken links across your website (Screaming Frog can help with this)
- ☐ Link related articles or product pages / internal linking in stories
- ☐ Use the 'Nofollow' attribute to prevent excessive footer links
- ☐ Check that social profile links in footers are working

## Other

- ☐ Use Open Graph to enable more engaging sharing on social media
- ☐ Make use of rich text snippets to encourage better click-throughs on Search Engine Results Pages (SERPs). E.g. Displaying reviews
- ☐ Optimise featured snippets — especially for voice search

## Tracking

- ☐ Crawl your site and those of competitors to set benchmarks, using tools and protocols such as: Screaming Frog, Semrush and desk research
- ☐ Set up and install Google Tag Manager — to better track activity across your site
- ☐ Set up Google Ads conversion and remarketing tracking
- ☐ Utilise Google Search Console — ensure sitemap is submitted and check for any indexing errors
- ☐ Set up Meta Pixel (informally known as the Facebook retargeting pixel) and other third-party tracking

If you have any questions surrounding your SEO strategy and any of our checklist points, send us an email to [marketing@proctors.co.uk](mailto:marketing@proctors.co.uk) and we would be happy to help.