

Basic SEO Checklist

#	Item	Completed
1	Choose Target keywords	
2	Use keyword in title tag	
3	Include keyword in URL slug	
4	Use keyword in description tag	
5	Use keyword in content	
6	Use keyword in image alt text	
7	Ensure your content is unique	
8	Copy edit the content for quality	
9	Link to related content	
10	Create internal links	
11	Promote in social networks	
12	Look for keyword evolution, edit / create new content as necessary	