

SEO Checklist for Beginners 2026

Quick-reference checklist · On-Page · Technical · Off-Page · Analytics · AEO

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HOW TO USE THIS CHECKLIST

Tick each item as you complete it. The ■ **In the Ebook** column tells you where to find the full how-to guide with screenshots and examples. This checklist shows you *what* to do — SEO in Action shows you *how* to do it properly.

■ 1. On-Page SEO

✓	SEO Task	■ In the Ebook
■	Meta title includes primary keyword	Chapter 1 · Meta Title deep dive with formulas + real examples
■	Meta title is under 60 characters	Chapter 1 · What happens when titles are too long
■	Meta title is unique for every page	Chapter 1 · How to audit all titles at once
■	Meta description under 160 characters with CTA	Chapter 1 · The 'sales pitch' framework
■	One H1 per page — contains target keyword	Chapter 1 · H-tag hierarchy with visual diagram
■	H2/H3 subheadings structure content logically	Chapter 1 · H2/H3 examples with air fryer walkthrough
■	Primary keyword appears in first 100 words	Chapter 1 · Keyword placement rules
■	Content demonstrates E-E-A-T	Chapter 1 · Full E-E-A-T breakdown with examples
■	Images have descriptive alt text	Chapter 1 · Alt text formula + WebP format guide
■	Internal links use descriptive anchor text	Chapter 1 · Internal linking strategy
■	URL is short, clean, and keyword-rich	Chapter 1 · URL structure best practices
■	Page has a clear, visible CTA	Chapter 1 · CTA placement and conversion signals
■	No keyword cannibalisation across pages	Chapter 1 · How to identify and fix cannibals
■	Content covers topic comprehensively	Chapter 1 · Content depth vs. length explained

■ What the ebook adds:

Keyword research tool walkthroughs (Semrush, GSC, Google Ads Keyword Planner, Google Search) · Advanced keyword research techniques · Semantic keywords and keyword variations · Content in multiple formats (video, infographics, podcasts) · General content writing tips with real examples · Screenshots of every step.

■ ■ 2. Technical SEO

✓	SEO Task	■ In the Ebook
■	HTTPS/SSL certificate active	Chapter 2 · What is SSL/TLS + how to install and renew

■	Google Search Console verified	Chapter 2 · Step-by-step GSC setup with screenshots
■	XML sitemap submitted to GSC	Chapter 2 · Sitemap types, Yoast example, page sitemap
■	No pages accidentally set to noindex	Chapter 2 · WordPress indexability checks + plugin settings
■	Robots.txt reviewed — nothing important blocked	Chapter 2 · Key directives + real robots.txt examples
■	Mobile-friendly design confirmed	Chapter 2 · Official mobile checks + what to fix
■	Core Web Vitals passing (LCP, CLS, INP)	Chapter 2 · What each metric means + how to improve each
■	Page speed above 70 on mobile	Chapter 2 · Factors affecting speed + how to improve
■	No broken internal links (4xx errors)	Chapter 2 · Screaming Frog walkthrough to find them all
■	Canonical tags on duplicate content	Chapter 2 · When and how to use canonicals
■	Redirect chains avoided — clean 301s only	Chapter 2 · Redirect types + how to create in WordPress
■	Schema markup present on key pages	Chapter 2 · Schema types + how to test
■	Site architecture is clean — no orphaned pages	Chapter 2 · Healthy site architecture principles

- **What the ebook adds:** Full Screaming Frog audit guide with dashboard screenshots and advanced functionality · WordPress-specific plugin settings for indexability · How to create redirects in WordPress step by step · CWV improvement guide per metric · Website speed factors and fixes with tool screenshots · Trust and authority (E-E-A-T) from a technical perspective.

■ 3. Off-Page SEO

✓	SEO Task	■ In the Ebook
■	Google Business Profile set up and optimised	Chapter 3 · GBP setup, essential info, pin performance
■	Signed up to Featured.com as expert source	Chapter 3 · Brand mention strategy
■	Listed in 3+ niche-relevant directories	Chapter 3 · Two types of citations + where to focus
■	At least one guest post published with dofollow link	Chapter 3 · Link building tactics: the how-to
■	Anchor text is varied — not over-optimised	Chapter 3 · Anchor text management — CRUCIAL warning
■	No toxic or irrelevant backlinks	Chapter 3 · Disavow tool + Google's latest guidelines
■	Social profiles all link to your website	Chapter 3 · Quick and easy tips for SEO on social
■	Product Hunt or Indie Hackers listing created	Chapter 3 · Brand mention + authority signals

■ What the ebook adds:

The three rules of link quality in full · Understanding link attributes (dofollow, nofollow, UGC, sponsored) · Full link building tactics section with step-by-step how-to · How to start a disavow file + research bad links using Majestic · Google Business Profile: starting and managing your profile, pin performance · Social media SEO quick tips · How brand mentions support local SEO.

■ 4. Analytics & Measurement

✓	SEO Task	■ In the Ebook
■	GA4 installed and tracking organic sessions	<i>Chapter 4 · How to add analytics tag to website</i>
■	Conversion events set up in GA4	<i>Chapter 4 · Events and conversions + key events</i>
■	Google Tag Manager installed on WordPress	<i>Chapter 4 · How to install GTM on WordPress + add GA4 tag</i>
■	GSC checked monthly — queries and pages	<i>Chapter 4 · Key tools and reports in GSC</i>
■	Organic traffic tracked month-over-month	<i>Chapter 4 · Behaviour metrics: engagement rate, bounce rate</i>
■	Click-through rate (CTR) reviewed per page	<i>Chapter 4 · GSC performance report walkthrough</i>
■	Organic conversions tracked and growing	<i>Chapter 4 · Security and best practice for e-commerce</i>
■	Core Web Vitals reviewed quarterly	<i>Chapter 4 · GSC experience report</i>
■	Screaming Frog audit run every 6 months	<i>Chapter 4 · Screaming Frog: what it finds + advanced use</i>
■	Content audit completed every 6 months	<i>Chapter 4 · Explorations in GA4</i>

■ What the ebook adds:

Full Google Tag Manager setup with screenshots · How to add a GA4 tracking tag step by step · Basic tracking measurements and key events · Screaming Frog dashboard overview with advanced functionality · GA4 Explorations guide · Behaviour metrics deep-dive (engagement rate, bounce rate, views per user) · E-commerce security and best practices.

■ 5. AEO & GEO — AI Search (2026)

✓	SEO Task	■ In the Ebook
■	Each section opens with a direct 1–2 sentence answer	<i>Chapter 1 · Content structure for featured snippets</i>
■	FAQ section added to key pages with FAQPage schema	<i>Chapter 2 · Schema markup types and implementation</i>
■	llms.txt file added to site root	<i>yourseoebook.com/llms.txt — see the live example</i>
■	Named author with credentials on all blog posts	<i>Chapter 1 · E-E-A-T — Expertise and Authoritativeness</i>
■	Organisation + Person schema on homepage/About	<i>Chapter 2 · Schema: the full implementation guide</i>

This checklist shows you WHAT to do.

SEO in Action shows you HOW — with screenshots, tool walkthroughs, real examples, and the complete Master SEO Checklist.

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