

SEO Checklist 2026 (Printable)

Aligned with Google Search Essentials, Helpful Content System, EEAT, and Spam Policies

1. SEO Strategy & Planning

- 1 Define clear business goals (leads, sales, visibility).
- 2 Map keywords to user intent (informational, commercial, transactional).
- 3 Plan topical authority instead of single-keyword targeting.
- 4 Avoid SEO guarantees and short-term tactics (Google Spam Policy).

2. Content & EEAT Optimization

- 1 Create people-first, experience-based content.
- 2 Use clear headings, short paragraphs, and natural language.
- 3 Demonstrate expertise and real-world knowledge.
- 4 Avoid AI-generated mass content without human review.
- 5 Add author details and trust pages (About, Contact, Policies).

3. On-Page SEO

- 1 Optimize title tags and meta descriptions naturally.
- 2 Use one primary H1 and logical heading hierarchy.
- 3 Improve internal linking for crawlability.
- 4 Optimize images with descriptive alt text.

4. Technical SEO (2026 Standards)

- 1 Ensure mobile-first usability.
- 2 Optimize Core Web Vitals (LCP, INP, CLS).
- 3 Fix crawl errors and indexation issues in GSC.
- 4 Use HTTPS and secure hosting.
- 5 Maintain clean URL structure.

5. Local SEO

- 1 Optimize Google Business Profile completely.
- 2 Maintain NAP consistency across platforms.
- 3 Collect and respond to genuine customer reviews.
- 4 Create location-relevant service pages.

6. Structured Data

- 1 Use FAQ, Article, and LocalBusiness schema where relevant.

- 2 Follow Google structured data eligibility rules.
- 3 Avoid misleading or hidden schema markup.

7. Link & Authority Signals

- 1 Focus on relevance, not link volume.
- 2 Avoid paid or spam backlinks.
- 3 Earn brand mentions and citations.

8. AI & Search Experience Optimization

- 1 Structure content for AI extraction and featured snippets.
- 2 Answer questions clearly and factually.
- 3 Ensure content accuracy and freshness.

9. Analytics & Monitoring

- 1 Track performance using GA4 and Google Search Console.
- 2 Monitor impressions, clicks, engagement, and conversions.
- 3 Audit content and technical SEO regularly.

10. Google Policy Compliance (Critical)

- 1 Follow Google Search Essentials.
- 2 Avoid spam, cloaking, doorway pages, and manipulation.
- 3 Ensure content is helpful, original, and trustworthy.

Last Updated: 2026 | Designed for long-term SEO success