

I keep this checklist short & simple because: **SEO is simple!**

Most “gurus” will disagree with me. They try to make this topic look super complex, and overcomplicate **Search Engine Optimization** for one reason only: To sell you their course and “the magic pill”.

The magic pill - of course - doesn't exist.

I have plenty of results to show for and to prove my point: **Keep it simple, and focus on the consistent execution of these SEO basics below.**

If you follow my advice, **you will see results - guaranteed.**

On-Page SEO

- ✓ **Meta Title** | max 60 characters
- ✓ **Meta Description** | max 160 characters
- ✓ **Slug / Permalink** | systematic, short, and simple
- ✓ **Internal Link Strategy** | link relevant content only
- ✓ **Page Structure** | page should be clean, organized, and easy to navigate, add relevant footers
- ✓ **Images + Alt Text** | add relevant images, always use alt text, don't overdo it
- ✓ **(Rich) Media Embeds** | add relevant and valuable videos, use standard embedding, but don't overdo it
- ✓ **Authority Links** | add relevant external links, 1-3 max, and only if relevant
- ✓ **Comments** | publish and moderate quickly, remove spam, keep it clean, simple, and relevant

Off-Page SEO

- ✓ **Submit Sitemap / Fetch as Google** | request indexing of new content
- ✓ **Error Checking / Handling** | regularly check for (crawl-)errors, fix asap
- ✓ **Gather Backlinks** | grow links naturally, no spikes, via guest posting, outreach, or strategic buying

General Guidelines

- ✓ **Mobile first** | make sure your page loads fast and looks great on mobile
- ✓ **Revamp old, existing content** regularly. Keep your articles and pages up-to-date
- ✓ **Don't write for Google.** Always think “**value first**” and **great user experience**
- ✓ **Mistakes happen**, just correct them and move on
- ✓ **Rome wasn't built in a day.** Not everything will work, just keep going and adjust if necessary
- ✓ **Publish new content frequently** and **simply get back to it** after a set back, this is most important
- ✓ **Keep it simple**, and **always apply these SEO best practices** - results will follow!