

Format Agency 33-Point SEO Assessment and Checklist

SEO Area	Status
Integrations	
Google Search Console	
Bing Webmaster Tools	
Google Analytics	
Yoast SEO (WP)	
Sitemap Accuracy and Functionality	
On-Page SEO	
Meta Descriptions	
Titles	
Errors	
Website Errors	
Crawl Errors	
Content	
Article Content	
Front Loaded Keywords (Title Tag)	
Use Keyword once in the first 150 words	
Use keywords in H1, H2, H3 tags	
Link Structure	
Social	
Backlinks	
Link out to 5-8 authority sites in each article	
Link to 2-5 internal pages in each article	
Broken links	
Keywords	
Core Keywords	
Longtail Keywords	
Online Community Keyword Mining	
Question Keywords with ATP	
Media	
Images	
Image SEO	
Optimize Image Alt Tags and Filenames	
Technical	
Canonical URLs set	
Fetch & Render (See How Google Views Pages)	
Keep URLs short	
Mobile Friendly	
HTTPS	
Loading Speed	
Schema Markup	