

KEYWORD RESEARCH AND COMPETITOR ANALYSIS NOTES:						
KEYWORD RESEARCH	COMPETITORS	FOCUS TERM	KD/TP	ADDITIONAL FINDINGS	TIMELINE	CONTENT PLANNING

SEO CHECKLIST - PERFORMX PERFORMANCE MARKETING EXODOS

Sl. No.	Category	Task	Status	Priority	Notes	Date Completed	Comments
1	Technical SEO	Ensure website uses HTTPS	<input type="checkbox"/>	High	Check for valid SSL certificate		
2		Setup Google Search Console	<input type="checkbox"/>	High	Add Property in Search Console		
3		Setup Bing Webmaster Tools	<input type="checkbox"/>	Medium	Add property in Bing		
4		Ensure mobile responsiveness	<input type="checkbox"/>	High	Use Google Mobile-Friendly Test		
5		Fix crawl errors (404s, redirects)	<input type="checkbox"/>	High	Use GSC Crawl Stats or Ahrefs		
6		Generate-Submit XML sitemap	<input type="checkbox"/>	High	Submit to GSC and Bing		
7		Optimize site speed	<input type="checkbox"/>	High	Use PageSpeed Insights		
8		Clean URL structure	<input type="checkbox"/>	Medium	Avoid query strings, use hyphens		
9		Check robots.txt file	<input type="checkbox"/>	High	Only block unneeded pages		
10		Implement structured data	<input type="checkbox"/>	Medium	Use JSON-LD via Google guidelines		
11		Apply canonical tags	<input type="checkbox"/>	High	Prevent content cannibalization		

12		Use breadcrumb navigation	<input type="checkbox"/>	Medium	Helps with UX and internal linking		
13	On-Page SEO	Include target keyword in title tag	<input type="checkbox"/>	High	Keep under 60 characters		
14		Use keyword in meta description	<input type="checkbox"/>	Medium	Keep under 160 characters		
15		Use heading structure (H1, H2.)	<input type="checkbox"/>	High	One H1 per page		
16		Include keywords in URL	<input type="checkbox"/>	Medium	Short, clean, hyphenated		
17		Optimize image alt text	<input type="checkbox"/>	Medium	Use descriptive keywords		
18		Compress images	<input type="checkbox"/>	Medium	Use TinyPNG, WebP formats preferred		
19		Add internal links to related content	<input type="checkbox"/>	High	2–5 links per page		
20		Include links to trusted sources	<input type="checkbox"/>	Medium	Use "nofollow" where appropriate		
21		Check content readability	<input type="checkbox"/>	Medium	Aim for Flesch score 60–70		
22		Remove duplicate content	<input type="checkbox"/>	High	Use tools like Siteliner		
23		Include a clear call-to-action	<input type="checkbox"/>	Medium	Direct user toward next action		
24	Content SEO	Conduct keyword research	<input type="checkbox"/>	High	Use Ahrefs, SEMrush, Ubersuggest		
25		Map keywords to specific pages	<input type="checkbox"/>	High	Avoid keyword cannibalization		
26		high-quality, in-depth content	<input type="checkbox"/>	High	Follow E-E-A-T standards		
27		Update outdated blog content	<input type="checkbox"/>	Medium	Refresh stats, add sections		
28		Add multimedia (images, video)	<input type="checkbox"/>	Medium	Improves engagement and retention		
29		Create evergreen content (topics)	<input type="checkbox"/>	Medium	Guides, how-tos, listicles		
30		Develop a content calendar	<input type="checkbox"/>	Medium	Plan posts weekly or monthly		

