

SITE COMPLIANCE		
<input type="checkbox"/>	Google Analytics	Install Google Analytics
<input type="checkbox"/>	Google Search Console	Submit Site to Google using Google Search Console
<input type="checkbox"/>	Bing Webmaster	Submit Site to Bing using Bing Webmaster Tool
<input type="checkbox"/>	Schema.org	Add Schema Markup
<input type="checkbox"/>	Favicon	Add Favicon
<input type="checkbox"/>	Robots.txt	Create robots.txt
<input type="checkbox"/>	XML Sitemap	Submit XML sitemap to Google Search Console
<input type="checkbox"/>	Language	Set language as en-US in the <html> tag
<input type="checkbox"/>	Doctype	Ensure the site uses HTML5 doctype (<!DOCTYPE html>)
<input type="checkbox"/>	Encoding	Set character encoding to UTF-8
<input type="checkbox"/>	Accessibility Standards	Ensure compliance with WCAG 2.1 AA (e.g., keyboard navigation, alt text).
<input type="checkbox"/>	SSL Certificate Check	Verify SSL is installed and valid
<input type="checkbox"/>	404 Page Customization	Create a custom 404 page with helpful navigation links
ON-PAGE SEO		
<input type="checkbox"/>	Keyword Research	Conduct keyword research
<input type="checkbox"/>	Main Pages Optimization	Create Meta Title for Each Main Pages with Keyword
<input type="checkbox"/>		Create Meta Description for Each Main Pages with Keyword
<input type="checkbox"/>		Add Keyword to H1
<input type="checkbox"/>		Add keyword to Description (1 for 200 words)
<input type="checkbox"/>		Add Alt Text to Images
<input type="checkbox"/>	URL Structure	From Site wide Menu-Category-Product Page (Breadcrumbs)
<input type="checkbox"/>	No Index Pages	Noindex pages that are not necessary to index like cart, account, login pages, etc.
<input type="checkbox"/>	MOBILE-FIRST INDEXING	https://www.bing.com/webmaster/tools/mobile-friendliness
<input type="checkbox"/>	Image Optimization	Compress images and use descriptive filenames with keywords
<input type="checkbox"/>	No Index Pages	Exclude pages that shouldn't be indexed (e.g., cart, account, or login pages).
<input type="checkbox"/>	Mobile Usability	Test using Bing Mobile Friendliness Tool.
<input type="checkbox"/>	Internal Linking	Connect related pages with internal links to improve navigation.
<input type="checkbox"/>	Rich Snippets Optimization	Add FAQ, How-To, and Review schema where relevant.
TECHNICAL SEO		
<input type="checkbox"/>	Site Speed	Check Site Speed and fix issues (page speed insights or GTmetrix)
<input type="checkbox"/>	Mobile friendly	Check if site is usable on mobile
<input type="checkbox"/>	Broken Links	Check broken links and redirect to relevant page

<input type="checkbox"/>	HTTPS	Make sure site is in HTTPS
<input type="checkbox"/>	Structured Data	Product Shema (Rich Snippets) - https://docs.google.com/document/d/1XCiA4GGESENAQpqclFlgvfCPDr8irSFFNi4x3dklguU/edit
<input type="checkbox"/>	Pagination	Implement rel=next and rel=prev tags for paginated content
<input type="checkbox"/>	HTTPS	Ensure the site uses HTTPS for security
<input type="checkbox"/>	Server Response Time	Reduce server response time (target < 200ms).
<input type="checkbox"/>	Canonicalization	Set canonical tags to avoid duplicate content issues
<input type="checkbox"/>	Core Web Vitals	Optimize for Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS).
<input type="checkbox"/>	Server Response Time	Reduce server response time (target < 200ms)
<input type="checkbox"/>	AMP Pages:	AMP Pages: Add Accelerated Mobile Pages for content-heavy pages.
LOCAL SEO		
<input type="checkbox"/>	NAP Consistency	Ensure the website's Name, Address, and Phone match Google Business Profile (GBP).
<input type="checkbox"/>	Claim GBP:	Claim and verify your Google Business Profile.
<input type="checkbox"/>	Fully optimise Google Business Profile	Add detailed information (business description, images, services, hours).
<input type="checkbox"/>	Verified GBP	Google My Business Profile
<input type="checkbox"/>	Add company description	Google My Business Profile
<input type="checkbox"/>	Website address	Google My Business Profile
<input type="checkbox"/>	Business location	Google My Business Profile
<input type="checkbox"/>	Service areas	Google My Business Profile
<input type="checkbox"/>	Opening hrs	Google My Business Profile
<input type="checkbox"/>	Add 50+ images	Google My Business Profile
<input type="checkbox"/>	Add additional services	Google My Business Profile
<input type="checkbox"/>	Adding Q&A	Google My Business Profile
<input type="checkbox"/>	Event Schema	Use schema for local events if applicable.
<input type="checkbox"/>	Citations	List you business on local directories and maintain NAP consistency
<input type="checkbox"/>	Google Posts	Regularly update GBP with posts about events or promotions.
<input type="checkbox"/>	Customer Reviews	Google My Business Profile
<input type="checkbox"/>	Geo-Targeted Pages	Create landing pages targeting specific locations.