



The **WebDesign**
CREATING DIGITAL IDENTITIES

THE WEBDESIGN · 2026 EDITION

SEO Checklist

The complete 2026 guide to ranking, traffic and growth.

SIX PILLARS · 38 CHECKPOINTS

01

Technical

02

On-Page

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01

Technical SEO

The foundation that search engines need to crawl, index and rank your site.

- Website is crawlable (robots.txt correctly configured)
- XML sitemap present and submitted in Search Console
- Loading speed optimized (Core Web Vitals)
- Mobile-friendly responsive design
- HTTPS active with valid SSL certificate
- No broken links or 404 errors
- Canonical tags correctly set
- 301 redirects properly configured
- Structured data (schema markup) added

TIP

Run a Lighthouse audit every month — Core Web Vitals are a direct ranking signal.

02

On-Page SEO

Signals on each page that tell search engines what the content is about.

- Unique title tags on every page
- Meta descriptions written and optimized
- Clear H1, H2, H3 heading structure
- Keywords strategically integrated
- Images optimized with descriptive alt tags
- Internal links connecting related pages
- SEO-friendly URL structure
- Content aligned with search intent

TIP

Write your title tag for the click, your H1 for the reader, and your headings for the scan.

03

Content SEO

Content that earns rankings by genuinely answering what people search for.

- New content published on a regular schedule
- Long-tail keywords incorporated naturally
- Sufficient depth (800+ words where relevant)
- FAQ sections added to key pages
- Duplicate content identified and removed
- Content is valuable, informative and original

TIP

One in-depth, well-researched article will outperform ten thin ones every time.

04

Off-Page SEO

External signals that build authority and trust for your domain.

- Quality backlinks acquired from relevant sites
- Guest blogs published on industry platforms
- Brand mentions tracked across the web
- Active and consistent social media presence
- Listed in reputable directories

TIP

One link from a relevant, authoritative site beats fifty from generic directories.

05

Local SEO

Visibility for the people searching in your service area.

- Google Business Profile fully optimized
- NAP (Name, Address, Phone) consistent everywhere
- Customer reviews actively collected
- Dedicated landing pages for each location
- Local keywords used in titles and content

TIP

Reply to every review – Google rewards profiles that actively engage with customers.

06

Analytics & Tracking

Measurement that turns SEO work into reportable, repeatable results.

- Google Analytics 4 installed and verified
- Google Search Console connected
- Conversion events configured
- Monthly performance reporting in place
- Keyword rankings monitored over time

TIP

You can't improve what you don't measure – set up tracking before any campaign launches.

NEXT STEP

Need help putting this checklist into action?

We design and optimize websites that rank, convert and grow with your business. ● ● ●

[Get a free SEO audit](#)

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