SEO Checklist for 2023

50 SEO Trends, Tricks, and Strategies

You can use this as a technical seo checklist template!

Here is a list of 50 SEO trends, tips, tricks, techniques, and strategies. Use it to rank higher:

- ☐ Prioritizing first-hand experience on a topic and audience targeting
- ☐ Increased use of artificial intelligence in SEO
- ☐ Updating content and using AI-generated content
- ☐ Paying attention to Google's dilemma with privacy and data collection
- ☐ Optimizing for featured snippets and core web vitals
- ☐ Focusing on user experience and fresh, high-quality content
- ☐ Targeting long-tail keywords
- ☐ Utilizing internal linking
- ☐ Emphasizing entity-based SEO
- ☐ Creating fresh, high-quality content
- ☐ Paying attention to E-A-T (expertise, authoritativeness, trustworthiness)
- ☐ Learning the basics and advanced techniques of SEO
- ☐ Utilizing structured data
- ☐ Optimizing for zero-click searches
- ☐ Increasing website speed and mobile responsiveness
- ☐ Optimizing for voice search
- ☐ Building high-quality backlinks
- ☐ Using social media for SEO
- ☐ Conducting thorough keyword research
- ☐ Using multimedia content (images, videos, etc.)
- ☐ Optimizing for local search
- ☐ Leveraging user-generated content
- ☐ Conducting regular site audits
- ☐ Using alt tags for images
- ☐ Incorporating schema markup
- ☐ Providing a clear site structure and navigation
- ☐ Creating pillar content and topic clusters
- ☐ Optimizing for video SEO

- ☐ Creating compelling meta descriptions
- ☐ Using descriptive and concise URLs
- ☐ Focusing on quality over quantity of content
- ☐ Using infographics for visual storytelling
- ☐ Analyzing and tracking website traffic and performance
- ☐ Providing a seamless mobile user experience
- ☐ Utilizing Google My Business for local search
- ☐ Encouraging user engagement and social shares
- ☐ Building a strong brand reputation
- ☐ Ensuring website security with HTTPS
- ☐ Conducting competitor analysis
- ☐ Creating evergreen content
- ☐ Utilizing influencer marketing for SEO
- ☐ Optimizing for rich snippets and knowledge graphs
- ☐ Targeting featured snippet keywords
- ☐ Providing comprehensive and accurate information
- ☐ Building a strong internal linking structure
- ☐ Using long-form content for in-depth information
- ☐ Focusing on user intent
- ☐ Diversifying content formats (e.g. podcasts, webinars)
- ☐ Using geo-targeted keywords for local SEO
- ☐ Conducting regular website maintenance and updates.