Basic SEO Check List

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Set up Google
Search Console

Set up Bing
Webmaster Tools

Set up Google
Analytics

Create and
Submit a
Sitemap

Create and
Submit a
Robots.txt file

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1. Set up Google Search Console

Google Search Console is a free tool as you know for tracking your site's organic search performance. Through GSC (Google search console) you can check various things what are happing with your website.

Here are a few things you can do with it:

1. See the keywords you rank for
2. Check ranking positions
3. Find website errors
4. Submit sitemaps

This is just a samples and you can really more thing with the help of GSC and can improve your website ranking as well as performance in the eyes of search engine's bot

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1. Set up Google Search Console
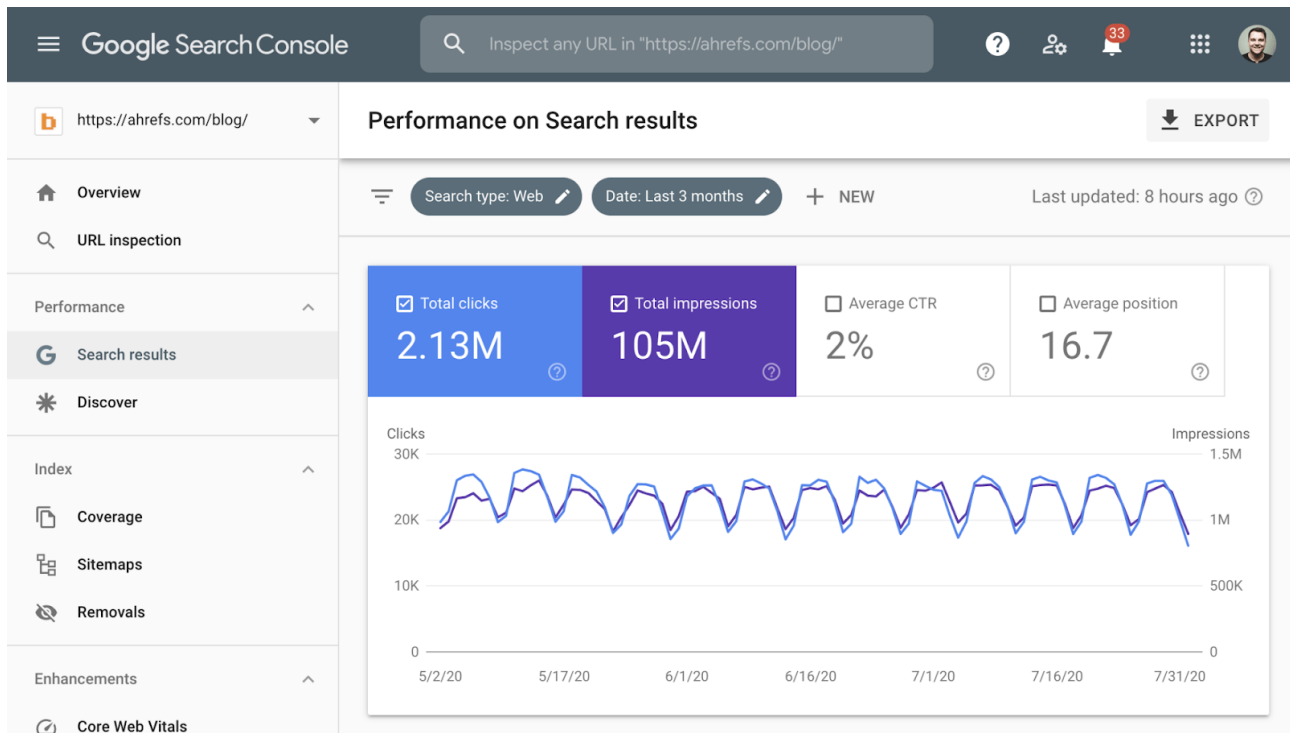
2. Set up Bing Webmaster Tools

Bing Webmaster Tools is essentially Bing's equivalent of Google Search Console. And this Bing Webmaster Tools you can easily call Bing WMT is a free tools that is owned by Microsoft with allow to the webmasters to add their websites to the Bing crawler so they show up in the bing search engine.
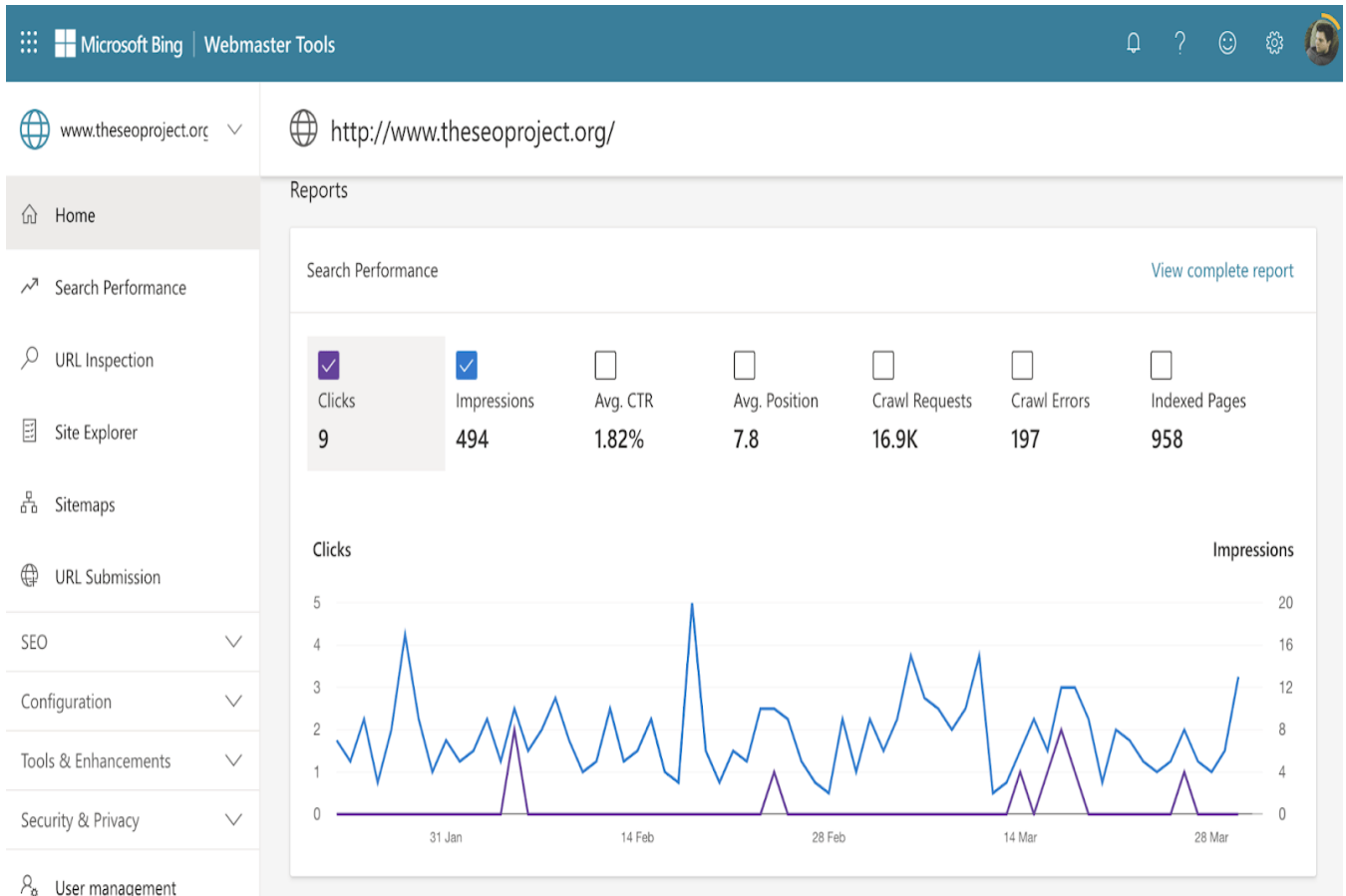
Here are a few things you can do with it:

1. **Index your site quickly**
2. **Inspect your urls**
3. **Submit sitemaps**

You make sure to know that It helps to monitor and maintain a site's presence. Bing Webmaster Tools is to the Bing search engine.

2. Set up Bing Webmaster Tools

3. Set up Google Analytics

Google Analytics is a free tool that will help you to analyze your audiences (your website traffic) in terms of where they're coming from, how they're interacting with your site. You can analyze each and every steps.

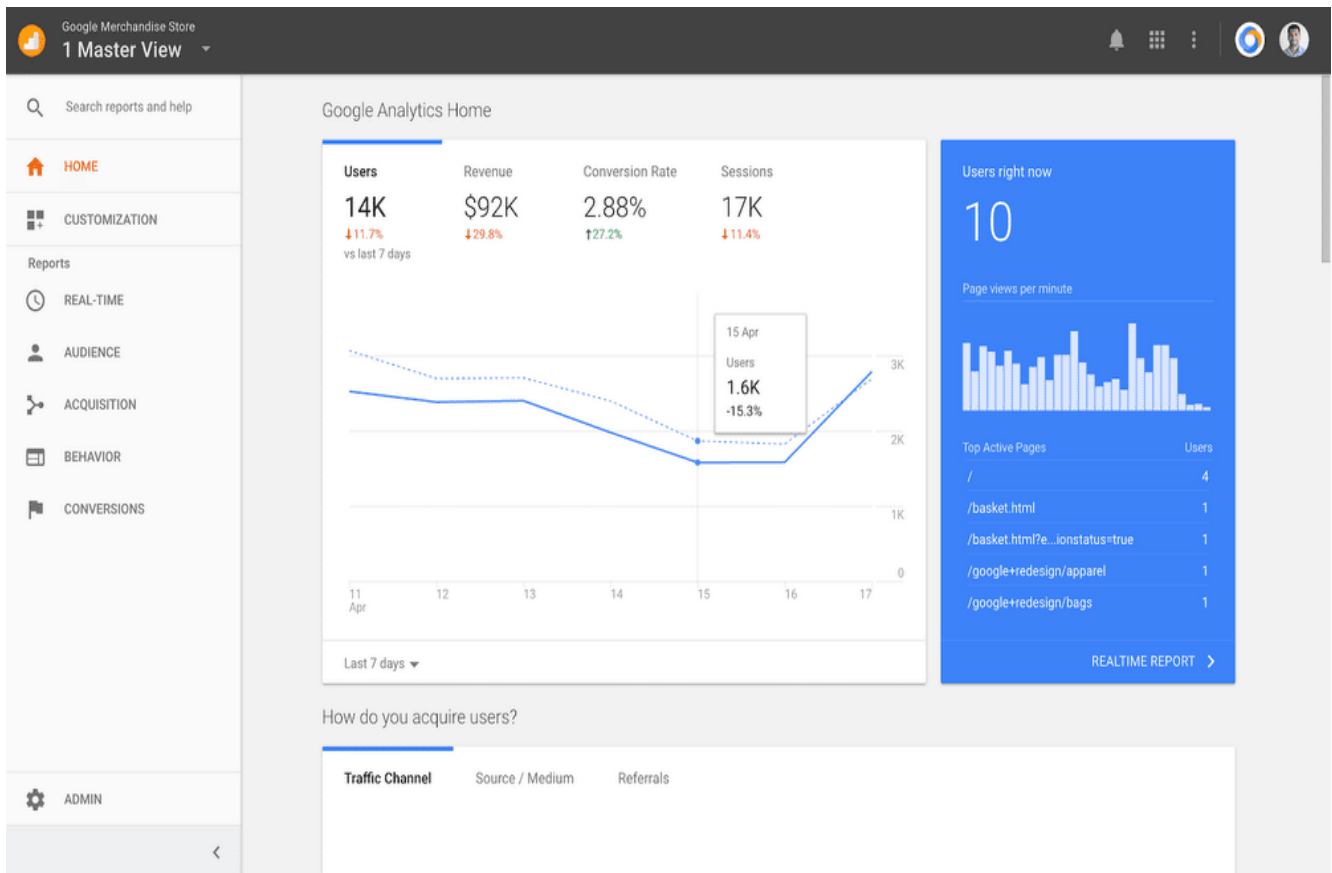Here are a few things you can do with it:

1. Check real time traffic
2. Analyze audience
3. Check out acquisition

Webmasters are very able to analyze various things like geographical data, location wise data, age wise data, devices wise data and other multiple factors as well by just install Google analytics help.

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3. Set up Google Analytics

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4. Create and submit a sitemap

With the help of **Sitemaps** search engines can find important content on your website. Result of it, the crawls are able to crawl your web pages and index pages in the search engines database.

Have a look a short view of the sitemap.

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap contains 266 URLs.

URL	Images	Last Mod.
https://ahrefs.com/blog/archive/	0	2020-07-31 11:07 +00:00
https://ahrefs.com/blog/black-hat-link-building/	17	2016-03-01 10:44 +00:00
https://ahrefs.com/blog/going-viral/	35	2016-10-27 23:03 +00:00
https://ahrefs.com/blog/incredible-content/	23	2016-10-27 23:07 +00:00
https://ahrefs.com/blog/freelance-seo-career/	6	2016-10-27 23:19 +00:00
https://ahrefs.com/blog/seo-freelancing-lessons-learned/	6	2016-10-27 23:21 +00:00
https://ahrefs.com/blog/google-webmaster-forum-questions/	1	2016-10-27 23:23 +00:00
https://ahrefs.com/blog/public-data-sets/	20	2016-11-26 14:52 +00:00
https://ahrefs.com/blog/asking-for-tweets/	18	2017-01-25 08:50 +00:00
https://ahrefs.com/blog/the-ultimate-guide-to-reverse-engineering-your-competitors-backlinks/	16	2017-03-27 06:45 +00:00
https://ahrefs.com/blog/not-million-visit-organic-seo-case-study/	12	2017-03-29 13:51 +00:00
https://ahrefs.com/blog/whats-new-ahrefs-may/	10	2017-05-31 08:18 +00:00

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5. Create and submit a robots.txt

You may know or not but, Robots.txt file is a plain text file. And is available on the root directory of every website and you can easily find it just typing /robots.txt. You know that robots.txt file tells to the search engines where they can visit or where can't on your website. It is just order to the crawlers as per certain parameters what you have setted up in the file.
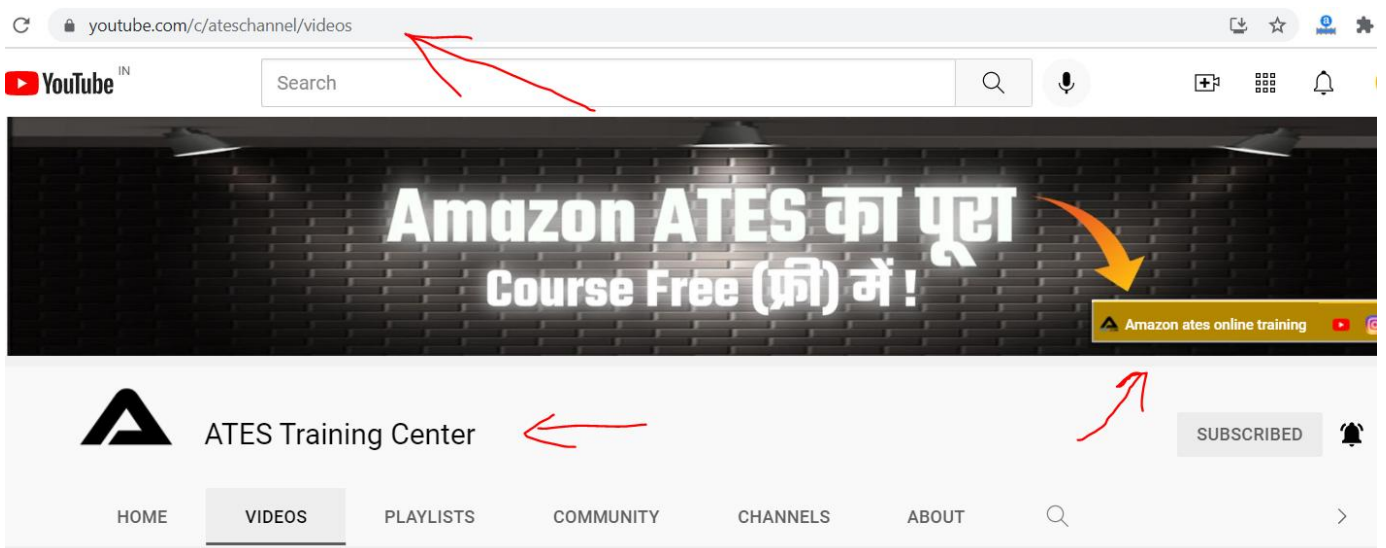
```
User-agent: *
Disallow: /cart/
```

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Thanks

This is just short look of Basic SEO Checklist, Visit our **YouTube** channel for details with every topics and steps

Thanks
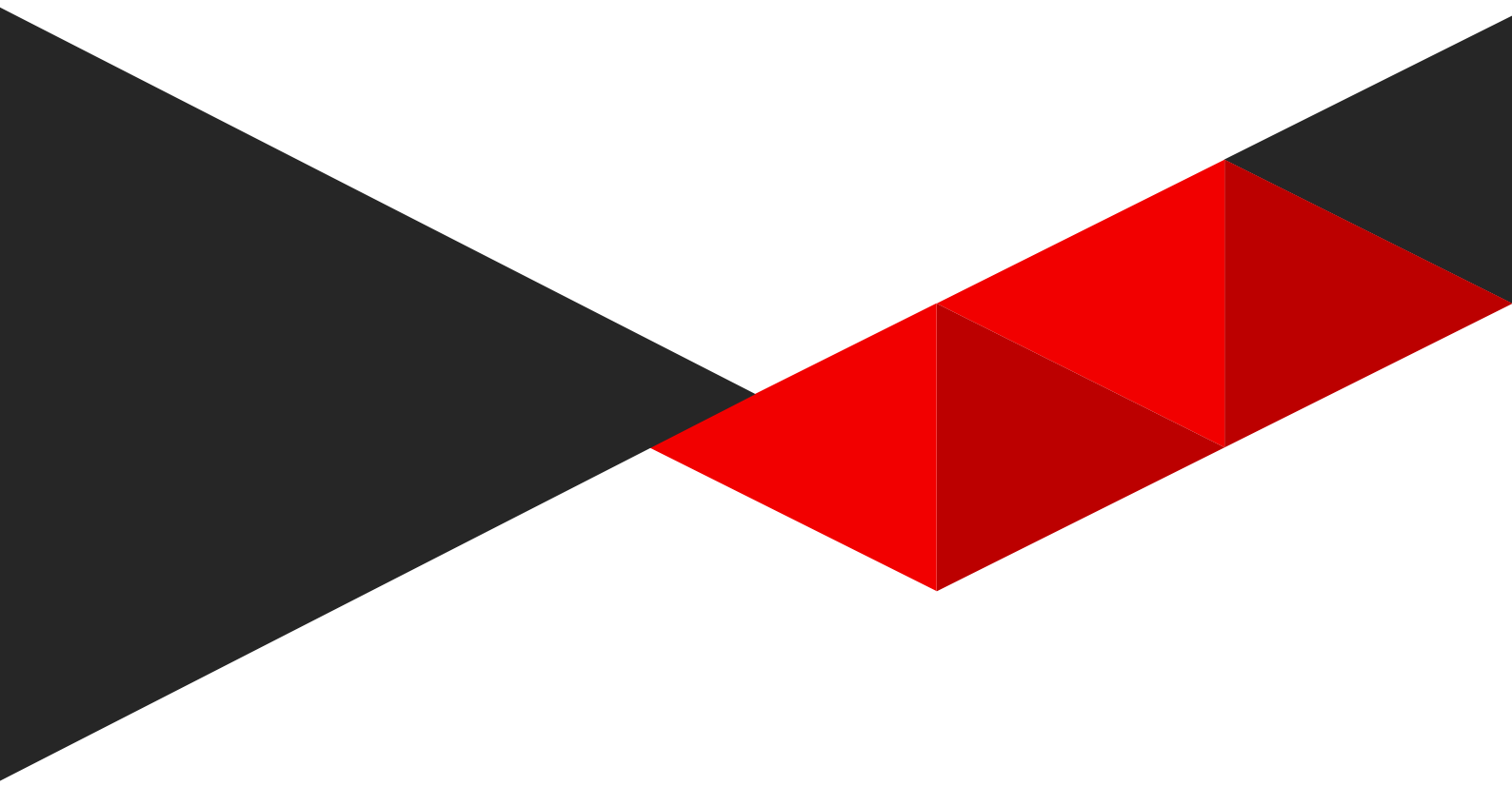
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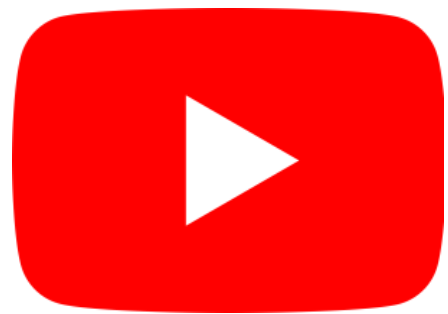
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