

SEO Launch & Growth Checklist (2026)



A complete SEO operating system to launch, index, and scale profitable websites in 2026

Built for founders, niche site builders, and small teams
(not generic SEO theory)

PRE-LAUNCH VALIDATION

Market & Monetization Validation

- Confirm buyer intent keywords exist
- Identify at least 5 commercial SERPs in the niche
- Check if top competitors are monetizing (ads/affiliates / SaaS)
- Identify affiliate programs or direct offers
- Confirm advertisers bidding on core keywords
- Verify presence of comparison & review pages in SERPs
- Check if the niche supports recurring revenue or repeat buyers

SERP Profitability Check

- At least 3 competitors ranking with monetized pages
- Presence of "best / vs/review" keywords
- SERPs not dominated only by big brands
- Weak or outdated ranking pages identified
- Forums / Reddit ranking = opportunity signal
- Low-quality content ranking = easy entry

Traffic vs Revenue Reality Check

- Revenue potential per visitor estimated
- Click value (CPC or affiliate payout) reviewed
- Low-traffic, high-intent keywords identified
- High-traffic, low-monetization traps avoided
- Monetization path defined before content creation

Go / No-Go Decision

- Clear money path defined
- At least 3 monetizable page types planned
- Proof of monetization in SERPs
- Green light to build site/pillar

TEMPLATES & PAGE TYPES

Money Pages

- Comparisons (A vs B)
- Best-of pages
- Reviews
- Alternatives
- Deals/pricing
- Must include:
 - Buyer intent focus
 - Comparison elements
 - Strong CTAs
 - Internal support links

Supporting Pages

- Glossary
- How-to
- Use-case
- Tutorials
- Authority blogs
- Must include:
 - Links to money pages
 - FAQ / PAA coverage
 - Topical relevance

Programmatic (Advanced)

- Keyword + modifier
- Tool + location
- Tool + industry
- Must include:
 - Unique intro logic
 - Internal linking logic
 - Index control rules

Mapping Rules

- One keyword = one page type
- Buyer intent → money page
- Info intent → support page
- Funnel: support → money

SEO STRATEGY & SITE PLANNING

SEO Strategy & Goals

- ❑ Define monetization model (Ads / Affiliate / SaaS...)
- ❑ Identify primary revenue pages
- ❑ Define main traffic sources (Google / Pinterest / Social)
- ❑ Define primary conversion goals
- ❑ Define primary money page types
- ❑ Define your blog → money page flow
- ❑ Define your competitive moat
- ❑ Set 3–6 month traffic targets
- ❑ Set 3–6 month revenue targets

Site Architecture & Topical Authority

- ❑ Define the main topic authority theme
- ❑ Create pillar topics
- ❑ Map supporting content for each pillar
- ❑ Assign 1 primary KPI per pillar
- ❑ Plan “hub” pages to consolidate authority
- ❑ Set an internal linking rule
- ❑ Choose blog-first / tool-first / hybrid structure
- ❑ Avoid flat site structure
- ❑ Plan internal linking hierarchy

LAUNCH & TECHNICAL FOUNDATION

Domain & Website Setup

- HTTPS enabled
- One domain version only (www or non-www)
- Preferred domain set in GSC
- HTTP → HTTPS redirect tested sitewide
- Canonical set for homepage
- Mobile-first layout
- Core pages crawlable
- No dev/staging pages indexed
- Page speed acceptable

Google Tools & Tracking

- Google Search Console verified
- GA4 installed and tested
- GSC URL Inspection tested on homepage
- Indexing status verified for 3–5 core pages
- Noindex tags audited on important pages
- XML sitemap generated
- Sitemap submitted in GSC
- Robots.txt reviewed
- Property permissions configured

TECHNICAL SEO & INDEX CONTROL

Indexing & Crawl Control

- Homepage indexed
- Main category pages indexed
- Unwanted indexed URLs removed
- Soft 404s fixed
- Redirect chains eliminated
- Canonical conflicts resolved
- Index bloat reviewed
- Crawl budget efficiency reviewed
- Low-value URLs marked for noindex or removal

Core Technical SEO

- Core Web Vitals checked
- Duplicate titles fixed
- Duplicate meta descriptions fixed
- Thin pages identified
- Parameter URLs controlled
- Canonical audit completed
- JavaScript-rendered content crawlability checked

KEYWORD & SERP DOMINATION

Keyword Research System

- ❑ Manual SERP intent check
- ❑ Analyze the top 3 competitors
- ❑ Identify weak domains in SERPs
- ❑ Extract People Also Ask topics
- ❑ Identify long-tail variations
- ❑ Group keywords by intent
- ❑ Assign primary vs secondary keywords per page
- ❑ Define content type per keyword
- ❑ Prioritize low-competition keywords

SERP Opportunity Analysis

- ❑ Find outdated ranking pages
- ❑ Identify content gaps
- ❑ Target featured snippet opportunities
- ❑ Identify comparison keywords
- ❑ Identify buyer-intent queries

CONTENT OPTIMIZATION

On-Page Optimization

- CTR-focused titles
- Click-driven meta descriptions
- Clear H1–H3 structure
- Table of contents added
- Internal jump links
- Images compressed
- Alt text added

Advanced Content SEO

- FAQ schema added
- Featured snippet targeting
- Comparison tables added
- EEAT signals added
- User engagement reviewed
- Content benchmarked vs top 3 ranking pages
- Source citations included
- Content freshness reviewed

INTERNAL LINKING & AUTHORITY SYSTEM

Topical Authority

- Pillar pages created
- Supporting pages mapped
- Supporting pages link to pillars
- Pillars link back to supporting pages
- No orphan pages
- Homepage links to key pillars

Internal Link Optimization

- Descriptive anchor text
- Anchor text variation planned
 - Internal link velocity planned
- Contextual links only
- Old content links to new content
- Money pages boosted internally
- Reduce link depth

INDEXING, PERFORMANCE & SCALING

GSC Performance Optimization

- ❑ Low-CTR pages identified
- ❑ Titles tested for CTR
- ❑ Query expansion from GSC
- ❑ Cannibalization checked
- ❑ Query overlap between pages reviewed
- ❑ Low-impression pages evaluated for consolidation
- ❑ Coverage issues monitored

Content Scaling System

- ❑ Content calendar created
- ❑ Cluster-based publishing
- ❑ Update old content quarterly
- ❑ Repurpose content
- ❑ Expand winning topics

LINK BUILDING & BRAND AUTHORITY

Authority Building

- Brand mentions tracked
- Platform backlinks built
- Selective directory submissions
- HARO / PR opportunities
- Resource page links
- Digital PR campaigns planned
- Brand mention monitoring setup (unlinked mentions)
- Toxic links avoided

Trust & Brand Signals

- About page optimized
- Contact page visible
- Legal pages present
- Consistent brand usage
- Author profiles added

MONETIZATION SEO

Revenue Optimization

- Identify money keywords
- Create comparison pages
- Optimize buyer-intent pages
- Internal link to money pages
- Track revenue per page
- Improve conversion paths
- Optimize CTA placement

Scaling Revenue Pages

- Expand winning templates
- Clone successful structure
- Commercial intent score assigned per page
- Offer testing planned
- Build supporting content
- Test headlines & layouts

AI, PROGRAMMATIC & MODERN SEO

AI-Assisted SEO

- AI for keyword expansion
- AI for content refresh
- AI hallucination & factual accuracy checks
- Human review passes on all AI-assisted content
- AI for internal link suggestions
- AI for title & CTR testing

Programmatic SEO (Advanced)

- Template-based page scaling
- Keyword + modifier pages
- Tool/location/intent templates
- Programmatic template QA checklist applied
- Scaled page quality sampling performed
- Index bloat risk reviewed for scaled pages
- Index bloat control for scaled pages

ONGOING SEO OPERATING SYSTEM

Monthly SEO Maintenance

- Technical audit
- Fix new 404s
- Review Core Web Vitals
- Refresh top pages
- Update outdated content
- Track keyword movement
- Monthly revenue vs traffic review
 - CTR changes reviewed for top 20 pages
 - New ranking opportunities extracted from GSC

Quarterly SEO Review

- Top pages audit
- Topic gap analysis
- Competitor gap analysis
- Kill / keep / scale decisions made per topic
 - Authority expansion roadmap updated
 - Competitive velocity tracked
- Strategy adjustments
- Authority expansion planning