SEO Growth Checklist

By Kasra Dash

Quick wins within weeks.
Steady movement month by month.
Compounding growth in 6–12 months.

Kasra Dash

Checklist

Do These First

Setup & Quick Tech Fix

- [ ] Make sure Google can crawl and index your pages
- [ ] Speed and mobile optimisation 'good enough' (under 2.5 seconds load)
- [ ] Correct title tags, meta descriptions, and H1s
- [ ] Fix broken links and HTTPS issues

Do this once unless you have a huge site

Content Gap Filling

- [ ] Update existing pages to fully match search intent
- [ ] Add missing sections to cover related queries
- [ ] Create new pages for untapped topics
- [ ] Use expert human writers with no filler

A single deep pass here fuels months of growth

Steady Link Acquisition

- [ ] Build links consistently without large spikes
- [ ] Focus on relevant, high trust sites
- [ ] Use a mix of blogger outreach, niche edits, and natural mentions

The right links keep rankings stable for the long term

Growth Multipliers

Link Magnets

- [ ] Create evergreen assets such as industry calculators, statistics pages, and survey results
- [ ] Promote using SEO and small PPC budgets

These can earn links for years without extra outreach

Digital PR (Authority Layer)

- [ ] Create unique stories or data that are newsworthy in your niche
- [ ] Earn high authority links that signal credibility
- [ ] Links are competitor proof because they are difficult to replicate

Boosts trust and brand awareness in a way most competitors cannot copy

Awards Link Building (Authority Shortcut)

- [ ] Apply for respected awards in your industry
- [ ] Host your own awards to encourage natural linking
- [ ] Google sees awards as strong trust and authority signals

Increases your chance of being recommended by AI and search engines

Ongoing Boosters

Brand and Community Mentions

- [ ] Get included in 'best of' lists and review sites
- [ ] Seed positive brand discussions on Reddit, Quora, and niche forums

Helps AI and search associate your brand with authority

Local SEO (If Relevant)

- [ ] Add your business to all major local directories
- [ ] National brands also benefit from local presence for brand trust

Knowledge Base Building

- [ ] Cover every FAQ, service detail, and product feature
- [ ] Become the go-to resource for your niche in both search and AI results