

# 3-Step SEO Workflow Checklist

Use this companion checklist to turn the WebDesy workflow into a first-month SEO action plan.

## 1. Fix the technical baseline

- Crawl the site for 4xx and 5xx pages, redirect chains, canonical mismatches, noindex tags, sitemap issues, and blocked resources.
- Prioritize issues that affect important templates, money pages, internal links, or crawl/indexation paths.
- Verify the fixed pages return the right status code, canonical, indexability, and internal-link destination.

## 2. Choose realistic keyword targets

- Group target keywords by search intent before choosing pages to update or create.
- Compare each keyword against the pages already ranking on page one, not against generic volume alone.
- Pick the opportunities where the site can realistically match intent, content depth, and authority.

## 3. Improve page relevance and authority

- Rewrite title tags, H1s, intros, subheadings, and internal anchor text so the page intent is obvious.
- Add missing proof, examples, FAQs, comparison points, or media that help the page satisfy the query better.
- Reverse engineer competitor backlinks and build a focused outreach list instead of chasing random links.

## First-month action plan

Week	Focus	Done?
Week 1	Run the crawl, fix indexation blockers, and list pages that need SEO cleanup.	[ ]
Week 2	Map realistic keyword targets to existing pages and identify missing content gaps.	[ ]
Week 3	Update priority pages with stronger copy, headings, internal links, and FAQs.	[ ]
Week 4	Build a competitor backlink shortlist and send the first outreach batch.	[ ]

Source article: <https://webdesy.com/three-step-seo-workflow/>

Prepared by WebDesy.