

# SEO Mistakes Checklist

1

## Skipping Intent and Jumping Straight to Keywords

- Identify the search intent behind each keyword before you write.

2

## Writing for Robots, Not People

- Use natural language that prioritizes clarity over keyword stuffing.
- Structure content for both humans and search engines.

3

## Overusing AI Without Adding a Human Touch

- Add firsthand experience, commentary, or original data.
- Avoid generic AI-generated content with no unique perspective.

4

## Letting Old Content Collect Dust

- Audit existing content regularly (every 6–12 months).
- Refresh, merge, or remove outdated pages.

5

## Neglecting Schema Markup

- Add structured data (e.g., Article, FAQ, Product).
- Use Google's Rich Results Test to verify implementation.

6

## Failing Core Web Vitals on Mobile

- Test LCP, INP, and CLS with PageSpeed Insights.
- Optimize images, reduce layout shifts, and prioritize performance.

7

## Overlooking Accessibility

- Include alt text, labels, and proper heading structure.
- Ensure content works for screen readers and mobile users.

8

## Weak or Aimless Internal Linking

- Link naturally to relevant pages using descriptive anchor text.
- Use internal links to support site architecture and content discovery.

9

## Ignoring How the SERP Has Changed

- Account for AI Overviews, video carousels, and featured snippets.
- Use schema, visuals, and concise answers to improve visibility.

10

## Measuring the Wrong Metrics

- Track conversions, engagement, and scroll depth—not just rankings.
- Use tools like GA4, Clarity, or Hotjar to understand user behavior.