

SEO VA Responsibilities Checklist

Tick off tasks as they're completed • Aristo Sourcing

On-page SEO and content execution

- Optimize titles, meta descriptions, headings, and on-page structure for priority pages
- Implement internal links using our rules and link maps
- Publish and format content in our CMS (clean URL, taxonomy, basic on-page SEO)
- Run content refresh cycles on pages with impressions but weak clicks or rankings
- Identify cannibalization and flag it for review

Technical SEO hygiene and monitoring

- Check Google Search Console weekly for coverage, indexing issues, and errors
- Run crawls (Screaming Frog or equivalent) and document technical issues for fixes
- Monitor page experience and Core Web Vitals signals and escalate template-level issues
- Maintain redirect hygiene (broken links, chains, loops) and coordinate fixes
- Validate structured data (where applicable) and report errors for correction

Reporting and documentation

- Maintain a weekly "SEO shipped" log with URLs and proof links
- Track rankings and organic performance trends in GA4, Search Console, and our SEO suite
- Produce a monthly summary report with wins, issues, and next priorities

Optional: outreach support

- Run outreach sequences using templates and track replies and placements
- Monitor backlinks and flag toxic patterns for review