

SEO Self-Destruct Checklist: 21 Things You're Probably Doing Wrong

So you launched a website and thought Google would just... figure it out?

Adorable.

This checklist is your intervention. It's for marketers, solopreneurs, and web-tinkerers who think "SEO" means adding five keywords and a prayer. If your traffic is flatter than your motivation, chances are you're making at least 10 of these mistakes right now.

By [@alexcornici](#) | [What is SEO](#)

How to use this checklist:

1. **Read each sin.**
2. **Check off the ones you're guilty of.**
3. **Cry softly.**
4. **Fix your site (or message me so I can do it without all the crying).**

THE SELF-DESTRUCT LIST:

1. Stuffing keywords like you're making Thanksgiving dinner
2. Forgetting to write meta descriptions because "they don't matter anyway"
3. Using the same title tag on every page like it's a uniform
4. Publishing blog posts with no H1s, H2s, or actual structure
5. Linking to your homepage 14 times in one article
6. Ignoring internal linking like a lonely orphan page doesn't deserve love
7. Uploading 4MB PNGs and wondering why your bounce rate is 97%

8. Letting broken links accumulate like emotional baggage
9. Not using alt text, even though Google and screen readers are begging you
10. Your URLs look like: /page?id=8374&ref=xyz&%nonsense
11. Skipping image compression because “it looks fine on my Wi-Fi”
12. Not having HTTPS in 2023... or was it 2016? Either way, what are you doing
13. Making your blog font size 10px like it's a legal disclaimer
14. Forgetting to test your site on mobile
15. Still not knowing what a sitemap is
16. Avoiding schema markup like it's a tax form
17. Never checking Google Search Console because it “gives you anxiety”
18. Linking out to Wikipedia as your main authority source
19. Using a pop-up that takes over the entire screen and plays music (why?)
20. Ignoring Core Web Vitals because “you're not technical”
21. Letting blog posts sit untouched for 3 years like forgotten milk

What now?

If you checked off more than 5, it's okay. You're not alone. You're just very, very wrong. Fix what you can, and if you want someone to clean up the mess properly, you know who to call.

Hint: It's me. You call me.