

The Freelance SEO Starter Checklist

A Step-by-Step Roadmap to Launching Your SEO Career in 2026

Build Skills. Get Clients. Create Sustainable Organic Growth Systems.

Ker SEO

Founded by Kerel Finn Villahermosa

Freelance SEO Specialist | Senior-Level SEO Consultant in the Philippines

Website: <https://kervillahermosa.com/>



Welcome Message

Hi, I'm Kerel Finn Villahermosa, Founder of Ker SEO.

I created this checklist to help aspiring freelance SEO specialists build structured skills, real-world experience, and a sustainable career in search engine optimization.

SEO is not about shortcuts.

It's about mastering technical foundations, building authority, and adapting to the evolving AI-driven search landscape.

Use this checklist as your roadmap.

How to Use This Guide

- Follow phases sequentially
- Check off tasks as you complete them
- Don't rush the fundamentals
- Focus on real-world implementation
- Treat freelancing as a business

PHASE 1: Build Your SEO Foundation

Use checkbox icons visually aligned left.

Core SEO Knowledge

- Understand how search engines crawl and index websites
 - Learn on-page SEO fundamentals
 - Understand technical SEO basics
 - Master keyword research and search intent
 - Learn backlink fundamentals
 - Study Google Helpful Content principles
- Understand AI-driven search behavior
-
- Pro Tip: Do not skip fundamentals. Technical SEO knowledge separates amateurs from professionals.

SEO TOOLS STACK

PHASE 1 CONTINUED: Tools You Must Learn

Essential Tools

- Google Search Console
- Google Analytics 4
- Ahrefs or SEMrush
- Screaming Frog
- Looker Studio
- PageSpeed Insights

Optional but Recommended

- Schema tools
- AI productivity tools
- Rank tracking software

Tools enhance skill. They do not replace understanding.

PHASE 2: Develop Hands-On Experience

Build or Optimize a Website

- Launch your own site
- Optimize title tags
- Improve internal linking
- Fix technical errors
- Publish optimized articles
- Track rankings

Conduct a Practice SEO Audit

- Run full site crawl
- Identify indexing issues
- Analyze metadata
- Review internal structure
- Perform competitor gap analysis

Document everything. Screenshots become case studies.

PHASE 3: Build Authority Through Proof

Create 2–3 Case Studies

- Define problem
- Show strategy
- Explain implementation
- Show measurable results
- Include screenshots
- Highlight timeline

What Makes a Strong Case Study?

- Clear before and after
- Real numbers
- Simple explanation
- Visual proof

PHASE 4: Define Your Niche & Offer

Choose Your Direction

- SaaS SEO
- Local SEO
- E-commerce SEO
- Technical SEO
- B2B SEO
- AI Search Visibility

Craft Your Service Packages

- Define deliverables
- Define scope boundaries
- Create pricing structure
- Build proposal template

Clarity in positioning increases perceived expertise.



PHASE 5: Treat Freelancing Like a Business

- Register business (if applicable)
- Create contract template
- Create invoice system
- Define payment terms
- Set minimum pricing
- Build onboarding checklist

Professional systems protect your time and income.



PHASE 6: Get Your First Clients

PHASE 6: Get Your First Clients

- Optimize LinkedIn
- Publish SEO content
- Join communities
- Pitch strategically
- Offer free audits (with structure)
- Track outreach

Want to learn how I personally find SEO clients? Read my article about [How to Find SEO Clients Online Like I Did](#)



PHASE 7: Deliver Like a Senior SEO

- Full technical audit
- Keyword mapping
- Content planning
- Internal linking optimization
- Link acquisition
- Performance reporting

Execution quality determines retention.



PHASE 8: Modern SEO in 2026

- Understand AI Overviews
- Implement entity optimization
- Structure content for retrieval
- Improve brand retrievability
- Monitor zero-click search trends

AI is not replacing SEO. It is reshaping it.



30-DAY ACTION PLAN

Create timeline layout visually.

Week 1 – Learn Fundamentals

Week 2 – Build & Optimize Site

Week 3 – Create Case Study

Week 4 – Begin Outreach

Progress beats perfection.



Ready to Take the Next Step?

If you want to see how structured SEO campaigns are executed in real-world environments, [explore my services](#).

If you are looking for mentorship, consulting, or partnership opportunities: [Reach out to me!](#)

Ker SEO

Founded by Kerel Finn Villahermosa

Freelance SEO Specialist | Cebu, Philippines