SEO Checklist
FOR YOUR WEBSITE

Use this SEO checklist to ensure every aspect of your website is optimized for search engines, making it easier for your target audience to find and engage with your content.

SEO Checklist

What is SEO?

SEO is the practice of optimizing your website to rank higher in search engine results pages (SERPs) to increase the quantity and quality of organic (non-paid) traffic to your site. Search Engine Optimization is to help search engines, *like Google, Bing, Yahoo, DuckDuckGo, Brave and others*, understand the content of your website.

What are the benefits of SEO?

Higher rankings on search engines like Google can significantly boost your website's visibility, credibility, and traffic. Additionally, SEO helps attract targeted audiences actively searching for your products or services, leading to higher conversion rates.

Core Components of SEO

On-Page SEO   Off-Page SEO

Technical SEO   Content SEO   Local SEO

On-Page SEO

Description	Tool
Perform a *keyword research* to identify what your target audience is searching for.	Google Keyword Planner & SemRush
Make sure to have a focus keyword per page and include it on the *Title Tag.*	
Write a *Meta Description,* no longer than 160 characters, about the content on each page.	RankMath
Use only one *Heading 1 Tag* per page.	
Use *Heading 2 to Heading 6 Tags* as needed to divide sections and subsections.	
Make sure to have *high-quality content* and optimized for your target audience.	
Use *Alt Text* in every image on your website and make it descriptive.	
Every image should be *compressed* for smaller size to ensure fast loading.	TinyPNG & Optimizilla
Make good use of *Internal Linking*; link pages from your website in other pages within your site.	RankMath
Use a easy to understand *Navigation* and *Layout* for better user experience.	

Off-Page SEO

	Description	Tool
	Make sure to receive high-quality and relevant *Backlinks* to your site for authority and ranking.	
	Social Media shares and engagement can indirectly boost your SEO.	
	Write content for other authoritative websites as a *Guest Blogging* to generate *Backlinks*.	SemRush
	Try to increase *Brand Mentioning* as this generates *Backlinks* making your site become relevant.	

Technical SEO

	Description	Tool
	Ensure *fast loading speed* on your website for better user experience and ranking.	GTmetrix & PageSpeed Insights
	Optimize your website for *mobile devices* as this is a key ranking factor.	
	Make use of *sitemaps.xml* and *robots.txt* to ensure crawlability by the search engines.	XML Sitemaps
	Make sure your *URLs* are SEO-friendly and descriptive of the content on the page-avoid numbers.	
	Ensure your website has *HTTPS* for security, this improves trust with search engines.	
	Audit your website every so often to make sure links, images and pages are functional.	Screaming Frog & SemRush

Content SEO

Description	Tool
Monitor website traffic, keyword rankings and user behavior.	Google Analytics & Google Search Console
Analyze and *optimize your content strategy* based on months of data	
Regularly update and/or *refresh your website content* to maintain relevancy.	
Use *images, videos and other multimedia* to enrich user experience.	
Make *Blog Posts* on your website with useful and engaging information; answer questions format.	Answer the Public & Featured.com

Local SEO

	Description	Tool
	Create a *Google My Business Account* and optimize your profile to improve visibility in local searches.	Google My Business
	Include *Location Based Keywords* to attract local traffic to your website.	Google Trends & SemRush
	Encourage customer reviews on multiple platforms like *Google* and *Yelp* to impact local search rankings.	
	Make sure to keep all your *contact information up to date* across sites.	