



Company:.....

SEO Checklist

TOOLS

- Sign up for a Gmail account using your business name and sign up for a Google My Business.....
- Sign up for Google Analytics. Run website traffic reports & understand users experience on site.....
- Sign up for Google Search Console and optimise your website performance in search results.....
- Sign up for Bing Webmaster Tools, if you want to target the Microsoft search engine.....
- Install Google Analytics in your WordPress (Yoast), if you are using this platform.....

CRAWLING

- Check Google Search Console for technical errors, missing titles, duplicate content and so on.....
- Check any broken links, errors, and crawl problems using Screaming Frog.....
- Set up and submit a sitemap on your Google Search Console and/or Bing Webmasters.....
- Set up and submit an Image Sitemap and a Video Sitemap if they apply to your website.....
- Set up and submit Robots.txt file.....
- Set up redirects for pages that no longer exist.....
- Exclude blocking factors: Flash and Frames.....

ON PAGE

- Title Tag – Include the most suitable keyword for the page in your browser heading.....
- Meta Description – Write a descriptive and compelling summary about the page’s content.....
- Headings H1-H6 – Take advantage from a strategical H1-H6 usage on-page.....
- Page URL friendliness – Make sure you have an SEO-friendly URL structure.....
- Image ALT Tag – Describe the images you have on-page intelligently to search engines.....
- Image File Name – Name images descriptively for search engine and people.....
- Keyword stuffing – Avoid adding too many keywords on a single page.....
- Duplicate keywords – Avoid adding the same keyword on to many pages.....
- Keyword Inclusion in content – Insert primary and secondary keywords in the copy strategically.....
- Page Content – Write substantive and solution-focused content.....
- Anchor Text – Use keyword-focused anchor text for your internal links.....

LOADING TIME TESTS

- | | |
|--|--|
| Run a Mobile Optimisation Test..... <input type="checkbox"/> | Run a Desktop Speed Test..... <input type="checkbox"/> |
| Run a Mobile Friendliness Test..... <input type="checkbox"/> | Run a Mobile Speed Test..... <input type="checkbox"/> |

STRATEGY

- Use Google Keyword Planner to find the best keywords for your niche market.....
- Use competitor analysis for insights and trends in your niche market.....
- Use a link building strategy and get valuable backlinks.....
- Use an internal and external links strategy.....
- Establish a content strategy and calendar for your business.....