

Website SEO Checklist



This SEO checklist is designed to help you optimise your website for search engines, ensuring better visibility and improved rankings.

Follow the steps outlined in each section to enhance your website's performance.

1.

Keyword Research and Strategy

Identify Target Keywords

Use tools like Google Keyword Planner to find relevant keywords with good search volume and low competition.

Identify Target Keywords

Research competitors' keyword rankings to identify opportunities for your own content.

2.

On-Page SEO

Optimise Title Tags

Include primary keywords within 55-60 characters. Each title should be unique and descriptive.

Write Meta Descriptions

Use keywords naturally in meta descriptions, keeping them between 150-160 characters.

Use Header Tags Properly

Include keywords in H1 and H2 tags; maintain a logical hierarchy with H1 as the primary header.

Optimise Content

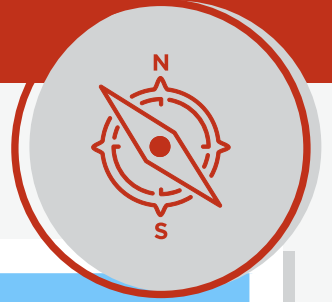
Ensure content is original, relevant, and place keywords naturally within the content.

Image Optimisation

Add descriptive file names and alt text, and compress images to improve loading time and accessibility.



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3.

Technical SEO

Set Up a Sitemap

Create and submit an XML sitemap to Google Search Console.

Optimise URL Structure

Use short, descriptive URLs with keywords.

Ensure Mobile-Friendliness

Use Google's Mobile-Friendly Test to verify responsiveness across devices.

Improve Site Speed

Test with tools like Google PageSpeed Insights.

4.

Content Optimisation

Write High-Quality Content

Focus on providing value, answering questions, and solving user needs.

Update Content Regularly

Refresh content periodically to keep it relevant and improve ranking.

Use Internal Linking

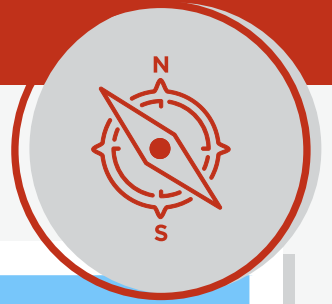
Link to related pages within your site to improve navigation and SEO.

Include External Links

Link to reputable sources to enhance credibility and relevance.



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5.

User Experience (UX) and Design

Optimise for Readability

Use short paragraphs, bullet points, and whitespace to improve readability.

Check Navigation and Structure

Make sure the menu is intuitive, with a clear hierarchy.

Add Clear CTAs

Ensure calls-to-action (CTAs) are visible and placed logically to guide users.

6.

Off-Page SEO

Create Quality Backlinks

Focus on acquiring links from reputable and relevant sites through guest posts, partnerships, or PR efforts.

Engage in Social Media

Share content on social media channels to increase visibility and drive traffic.

List in Local Directories (if applicable)

Add the business to Google My Business and industry-specific directories.

Monitor Brand Mentions

Track mentions online and reach out to sites that mention your brand to request backlinks.



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By following this SEO checklist, you'll be well on your way to optimising your website effectively. Regularly revisiting this checklist can help you maintain your SEO health and adapt to changing best practices.

7.

Local SEO (if applicable)

Optimise Google My Business

Update contact details, business hours, and upload images.

Add Location Pages

Create unique pages for each location, including local keywords.

Encourage Customer Reviews

Request reviews on Google and other relevant platforms.

8.

Tracking and Analytics

Set Up Google Analytics

Track page views, user behaviour, and conversions.

Use Google Search Console

Monitor site performance, crawl errors, and keyword rankings.

Track Keyword Rankings

Use an SEO tool to monitor how keywords perform over time.

9.

Regular Maintenance

Audit Content and Links

Check for broken links, outdated content, and fix or update them.

Check Site Speed Regularly

Run periodic speed tests to keep load times optimised.

Monitor for SEO Updates

Stay informed on Google algorithm updates and SEO best practices.

Perform Monthly SEO Audits

Use online tools to identify and address any SEO issues.

