

The background of the page is a photograph of a laptop on a wooden surface. A person's hands are visible, typing on the laptop keyboard. The image is slightly blurred and has a warm, natural light tone. The text is overlaid on the left side of the image.

SEO

CHECKLIST FOR YOUR WEBSITE

ACTIONABLE STRATEGIES FOR
BEING FOUND ONLINE

SEO CHECKLIST

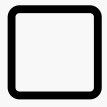
1) Keyword Research

- ☐ Use paid and/or free tools to find **keywords** that are relevant to your audience, have good traffic and are not too difficult to rank for. Search for your main keyword in the tool and see what else comes up.
- ☐ When searching for your main keywords in Google, what are the **suggested search terms** that popup under the search box? Are these relevant keywords for your business? If so add them to your list.
- ☐ What else shows up on Google's search page when you search for your keywords? Look under the "**People also ask**" and "**Related searches**" section.
- ☐ Spy on your **competitors**. You don't want to copy them exactly, but they are likely already using the keywords you want to rank for in their headlines, title tags, URLs and copy.

2) Content

- ☐ Use your keywords throughout your website in your **text, headers, title tag and meta-description**. Use main keywords on your home and about page and sub-keywords on your product or service pages, articles and other webpages.
- ☐ Create a **blog** and write new blog posts targeting specific keywords regularly.

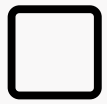
3) Internal Linking



For each page on your site, add at least two **links** to other pages on your site. The majority of the links should go to your most important pages such as Home, About or your most valuable product or service pages.

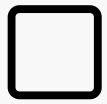


Use keywords in your **anchor text**. Anchor text is the text you highlight to create a link. For example, instead of "[click here](#) for a great vegan chocolate cake recipe", your link could say, "try this [vegan chocolate cake recipe](#)."

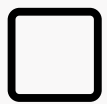


Use **Google Search Console** to search for broken links on your site. Correct the link or change it to a functioning page.

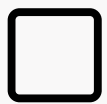
4) External Linking (Backlinks)



Pitch high quality newsites and blogs in your industry with quality **guest post** ideas. Target complementary blogs rather than direct competitors. Keep in mind that many news organizations do not allow links or tag them as "no follow." However, these authoritative mentions can still provide targeted traffic to your site.



Speak at related events or in front of relevant professional organizations in your community. The promotional efforts the organizers give your talk will likely result in backlinks.



Look for **broken links** on other sites. Use paid and/or free tools to find broken external links on other websites. If you have a valuable resource on your site, the website owner might be willing to link to you instead.

User Experience

- ☐ Most website templates are responsive these days. However, speed and organization are still a concern. Visit your Google Analytics and find out how many of your visitors are coming from mobile devices. Google suggests designing your website for **mobile first**. Make a list of things that could frustrate a mobile user and fix them or ask a web designer/developer to fix them.
- ☐ Use the highest quality **hosting** you can afford. If you have a Wordpress site, consider WordPress managed hosting.
- ☐ If you have a WordPress website, consider **caching, site performance and image compressing plugins**. Look for plugins with high downloads and high ratings.
- ☐ **Reduce file sizes** before uploading. Images for web should be 72 dpi and 2500 pixel width or less. Host your videos on YouTube or Vimeo and embed them.
- ☐ Maintain **high security** on your website. Use security plugins if you have a WordPress site. Use a secure password and change it regularly. Delete inactive user accounts. Monitor regularly for suspicious links on **Google Analytics** and **Google Search Console**.

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