SEO CHECKLIST

1. KEYWORD RESEARCH

- ☐ Use tools like Google Keyword Planner or SEMrush to find **broad and long-tail keywords** that fit your business.

- ☐ Focus on specific, **less competitive keywords** to attract a more targeted audience.

- ☐ **Optimize for user intent**: Choose keywords that align with what your audience is searching for.

2. ON-PAGE SEO OPTIMIZATION

- ☐ Ensure each page has a **unique and descriptive title tag** (including your primary keyword).

- ☐ Write **compelling meta descriptions** that include keywords and encourage clicks.

- ☐ **Use header tags**, like H1, H2, and H3 tags properly to structure your content, including relevant keywords.

- ☐ Use keywords naturally in your content (**focus on 1-2% keyword density**). Avoid keyword stuffing.

3. LOCAL SEO

- ☐ **Claim your Google My Business listing**: Ensure all your business details are accurate and complete.

- ☐ **Use local keywords** (e.g., "SEO services in [City]").

- ☐ Get listed on **local directories.**

SEO CHECKLIST

4. CONTENT CREATION

- [ ] Create **high-quality, valuable content**: Focus on providing answers and solutions to your target audience's problems.
- [ ] Add new blog posts **regularly.**
- [ ] **Use multimedia**, like images, videos, and infographics to make your content more engaging.
- [ ] **Optimize content for readability** by using bullet points, short paragraphs, and clear headlines.

5. BACKLINK STRATEGY

- [ ] **Build high-quality backlinks** through guest blogging, partnerships, and industry-specific directories.
- [ ] Use tools like Ahrefs or Moz to **track your backlink profile** and find new opportunities.

6. SCHEMA MARKUP

- [ ] **Use structured data** to help Google understand your content better and improve visibility (rich snippets)
- [ ] **Use Google's Structured Data Markup Helper**: Implement schema to highlight important content like reviews, products, or events

7. MOBILE OPTIMIZATION

- [ ] Ensure your **website is responsive** and looks great on all devices.
- [ ] Use **Google's Mobile-Friendly Test** to check if your site meets mobile optimization standards.

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SEO CHECKLIST

8. WEBSITE SPEED

- [ ] Use **Google PageSpeed Insights or GTMetrix** to analyze and improve your website's loading time.

- [ ] **Compress image sizes** without losing quality using tools like TinyPNG or ImageOptim.

- [ ] **Enable browser caching and use a CDN** (Content Delivery Network) for faster page loads.

9. CONTENT UPDATES

- [ ] **Refresh outdated blog posts**, add new information, and update statistics to keep your content relevant.

- [ ] **Link to other relevant pages** and blog posts on your site to improve SEO and user experience.

10. TRACK PERFORMANCE

- [ ] **Set up Google Analytics.** Track user behavior, traffic sources, and conversions to understand what's working and what's not.

- [ ] **Use Google Search Console**. Monitor your website's performance in search results, track keyword rankings, and fix any crawl errors.

- [ ] **Monitor** how your target keywords are performing and **adjust your strategy** accordingly.