SEO QUICK START CHECKLIST FOR ONLINE BUSINESS

BY SEUN-TAYO BALOGUN

Search Engine Optimization (SEO) helps your website get discovered by the right audience on Google and other search engines. By optimizing your site's structure, content, and keywords, you can attract more visitors without paying for ads. This quick-start checklist covers the essential steps every beginner should take to improve their site's visibility

1. TECHNICAL BASICS

- Set up Google Search Console (to track and fix issues)
- Install Google Analytics (to see where your traffic comes from)
- Make sure your site is mobile-friendly (Google's Mobile-Friendly Test)
- Use HTTPS (secure site with SSL)
- Create and submit an XML sitemap

2. ON-PAGE BASICS

- Pick one main keyword per page
- Write a clear title tag (under 60 characters, include keyword)
- Add a meta description (under 155 characters, include keyword + benefit)
- Use headings (H1 for main title, H2/H3 for subtopics)
- Mention your keyword naturally in the first 100 words

3. CONTENT BASICS

- Write original, useful product descriptions (not copied from suppliers)
- Publish at least 1-2 helpful blog posts/articles per month
- Use internal links (link to related pages on your site)

4. IMAGE SEO BASICS

- Use clear, descriptive file names (e.g., black-lace-summer-dress.jpg instead of IMG_00234.jpg)
- Add alt text describing the image (helps search engines & accessibility)

5. LOCAL SEO (IF APPLICABLE)

- Set up your Google Business Profile
- Keep your business Name, Address, Phone (NAP) consistent online
- Encourage customer reviews on Google and other directories

6. ONGOING HABITS

- Stay consistent and share your content on social media
- Track and Analyze top performing pages and replicate what works
- Check Search Console monthly for issues or keyword opportunities