SEO Checklist for a Furniture Start-up First Version of Company Website

Checklist	Category	Priority	Tools		Finding	Notes		Priority
Responsive	technical	high	mobile simulator		Bad	needs mobile & tablet optimization		High
Page loading/ speed	technical	high	DebugBear		Bad LCP	For the website to load quickly you need the browser to prioritize loading the most important resources first. The new fetch priority attribute for img, iframe, script, and link tags can help achieve this by marking the most important resources in the HTML.		High
keyword research	technical/ content	medium	small seo tools		Bad	Most common keywords aren't appearing in one or more of the meta-tags. Primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.		Medium
URL optimization	content	medium	Semrush		Bad	URL is not related to company name and has too much complexity		Medium
site maintainance	technical	high	fiix		bad	Your DNS server is not using an SPF record. Users internet is not connecting properly with the server. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain.		High
secure site	technical	medium	SSL		good	website's security		Medium
backlinks	off page	low	Semrush	Moz	good	No backlinks yet		Low
link strategy	off page	low	Campaign URL			Not needed yet		Low
Technical SEO	technical	medium	Semrush		Bad	Document doesn't have a <title> element Document does not have a meta description		Medium
meta tags	content	high	OpenTags		Bad	Need title tags & descrption		High
image optimization	content	high	Lighthouse		Bad	Need names tags, proper formats, need explicit height and width, Image elements do not have [alt] attributes		High