

SEO CHECKLIST

for Web Developers & Designers



blakestrategiesgroup.com

Hi. My name is Jonathon Hyjek and I own an SEO/SEM company called Blake Strategies Group.

When I got started in digital marketing, I began in the field of search engine optimization and developed my skills over a long period of time. After a year or so, I ventured into website development and implemented some basic SEO techniques into building my client websites and WITHOUT ongoing SEO, the websites actually ranked fairly well in many cases.

Here's the problem...

On a weekly-basis, I get contacted by business owners who are wondering why their website doesn't get much traffic or doesn't rank well.

After digging deeper with these business owners, it seems that most were relying on their "website guy" to just "take care of it" and rank their website, which is obviously not part of your job, unless you've specifically stated that it was.

This assumption is a business-killer for a web designer or developer!

Taking it one step further, I've had many discussions with web developers, website designers, marketing agencies and freelancers who need some extra help getting a client website off to a good start.

I put this checklist together especially for web designers and developers to teach you how you can implement basic SEO techniques to ensure your client websites get a great start.

While I can't guarantee you first page rankings, at the very least, implementing the items listed in the guide will give your clients an advantage over competitors with poorly optimized websites.

If you have any questions, require help with a project or a client situation, feel free to contact me via email at jonathon@blakestrategiesgroup.com or via phone at 1-519-488-6555 Ext 201.

PRE-LAUNCH SEO CHECKLIST

- ☐ Basic keyword research using Google Keyword Planner.
- ☐ Write Unique Page Titles, Meta Descriptions, and ALT Tags for each page.
- ☐ Write appropriate ALT (image) tags for all images.
- ☐ Audit Use of H-tags (headers.)
- ☐ Build appropriate internal links.
- ☐ Install Google Analytics.
- ☐ Add Website to Google Search Console and Bing Webmaster Tools.
- ☐ Check Site Page Speed at Google PageSpeed Insights.
- ☐ SEO Plugin installation (Wordpress websites.)
- ☐ Check for Broken Links.
- ☐ Validate Your HTML and CSS.
- ☐ Create and Upload a Sitemap.xml.
- ☐ Submit sitemap to Google and Bing the Google Search Console/Bing Webmaster Tools.
- ☐ Create and Upload a Robots.txt File.
- ☐ Build 301 Redirects from old sites/links if a previous website is already online.
- ☐ Install an SSL Certificate (additional cost may apply)
- ☐ Claim Your Business (Google Maps.)