

Checklist for GlowSkin Organics

1. Keyword Strategy Checklist

- Research primary keywords
 - Research long-tail keywords
 - Select 10–15 main keywords
 - Map keywords to website pages
 - Add keywords naturally in content
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2. On-Page SEO Checklist

- Add keywords to titles & meta descriptions
 - Use proper headers
 - Write/update unique product descriptions
 - Compress images & add alt text
 - Improve internal linking
 - Ensure mobile-friendly layout
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3. Content Checklist

- Create 3–5 keyword-based blog posts
 - Add FAQs to product pages
 - Update website content regularly
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4. Backlink Building Checklist

- Find beauty/wellness blogs for guest posting
- Collaborate with influencers for backlinks
- Submit website to directories (local + organic)
- Share blog posts on social media for natural backlinks
- Monitor backlinks monthly

5. Technical SEO Checklist

- Improve website loading speed
 - Fix any broken links (404 errors)
 - Install SSL (HTTPS)
 - Submit XML sitemap to Google
 - Add robots.txt
 - Use schema markup for products/reviews
 - Optimize website for mobile
 - Minimize CSS/JS files
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6. Monitoring & Tracking Checklist

- Set up Google Analytics
- Set up Google Search Console
- Track keyword rankings
- Check page speed using PageSpeed Insights
- Review backlinks regularly
- Update SEO strategy every 2–3 months