

# 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

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## 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