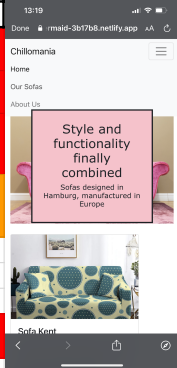


1- On-page SEO		Short description:	Tools links:	Recommendations - Chillomania website	Priority	
<input checked="" type="checkbox"/>	Responsive design	Helps you get the metrics. Guarantee that the page looks the same on all devices and screen sizes.	https://getbootstrap.com/	The title should not collapse over the first picture on the homepage.	High	
<input type="checkbox"/>	H1 Tags	Important Headlines/ Keywords need to be allocated. Just 1 H1 is needed.	https://visualstudio.com/	Should have just 1 H1 for each page to rank better on the search engines.	High	
<input type="checkbox"/>	Find and fix meta description	A meta-description is an HTML tag you can set for a post or page of your website, using the Keyword	https://www.copy.ai/	Meta description has no content, no keyword. No meta description for SM. Write a good meta description for the content Chillomania publishes on its website, though, including keywords.	High	
<input type="checkbox"/>	Alt-text for all images	Alternative texts help visually-challenged people or people with reading issues engage with your content; helps website get a good rank on image search		Every image on the website should have a alternative text (description of the image)	Medium	
2- Technical SEO		Short description:	Tools links:			
<input checked="" type="checkbox"/>	HTTPS (secure for user data)	Guarantees encrypted communication	https://www.siteground.com/			
<input type="checkbox"/>	Checking site Loading Speed	Speed at which the site loads on your browser. Should be high because people don't concentrate beyond 5 seconds	https://tools.pingdom.com/	The images sizes should be reduced.	High	
3- SEO Basics		Short description:	Tools links:			
<input type="checkbox"/>	Set up Google Analytics	An Analytics tool that helps you get metrics on your website, and see which keyword and sources bring audience.	https://analytics.google.com/	The Google Analytics should be set up in order to track the traffic.	Medium	
<input type="checkbox"/>	Set up Google Search Console	A web service by Google which allows webmasters to check indexing status, search queries, crawling errors and optimize visibility of their websites.	https://search.google.com/search-console/welcome	It is important to have a search console set up to check index errors, loading speed, website performance in general, and search engine.	Medium	
<input type="checkbox"/>	Indexing errors	Make sure website is accurately indexed	https://www.bing.com/webmasters/indexing	Run the CS diagnostics tool on the website to fix the problem	High	
<input type="checkbox"/>	Create and Submit a Sitemap	A well-documented and structured relationship between all pages of the website and their interconnections is essential. We need to submit this to Google Search Console to get optimum results.	https://www.semrush.com/	Ask your developer to create a clear sitemap and submit it to Google Search Console	Medium	
<input type="checkbox"/>	SEO friendly URL Structure	SEO-friendly URL structures make it easier for search engines to crawl your pages and understand what they're about.		We suggest to use a "fast domain system" that describe what can be found in the website. www.chillomania.com (suggestion) simple and descriptive. For search engines and users alike.	High	
<input type="checkbox"/>	Crawling errors	Check if the search engine can visit every page of your website, without errors. Crawling depths: make sure each visitor is not clicking more than 3 times per page	https://www.bing.com/webmasters/crawling	This is related to the sitemap. The website needs to have more pages/ content, and not just a landing page. As a website owner, you should be able to ensure that Google is able to crawl through all pages on the site. Failing this would lead to crawl errors. So, have a site map, create more pages and enable Search Console.	Medium	
4- Keyword research:		Short description:	Tools links:			
<input type="checkbox"/>	Identify competitors keywords	Having an idea of what competitors in your field are up to will help you align your keywords and headlines and get picked up by the Search engines.	https://www.semrush.com/	There is no content in the page and also no Keywords. They need content creators first, have some preliminary content.	Low	
<input type="checkbox"/>	Identify Keywords	Check what keywords are most relevant and how is the competitiveness of the keywords.	https://ads.google.com/	Long-tail keywords recommended. Keywords should be simple. Combine keywords for SEO and pay-per-click and link-building.	Low	
5- Off-page SEO		Short description:	Tools links:			
<input type="checkbox"/>	Target Competitors	Competitor backlinking is an SEO technique where you analyze the backlinks of competing websites to understand the benchmarks for the types, quality, and number of backlinks you need. This helps you build a more robust and effective link building strategy for your own website.	https://www.semrush.com/	Chillomania should have a strategy for Backlinks, contacting blogs or magazines related to their field with the intention to be referenced in their websites. Creating a link building strategy, so that search engines will consider Chillomania to be relevant.	Low	
<input type="checkbox"/>	Backlinks (Leverage Digital PR)	A backlink is a link from some other website to that web resource. A web resource may be a website, web page, or web directory. A backlink is a reference comparable to a citation.	https://morningscore.co/		Low	
Other suggestions:						
	Links to Social Media	We suggest to put links to Chillomania social media				
	Trustpilot	Install review tool				