ON-PAGE SEO OPTIMIZATION

Keyword Research:

- [ ] Identify relevant keywords and phrases related to your content.

- [ ] Use keyword research tools like Google Keyword Planner, SEMrush, or Moz Keyword Explorer to find popular and low-competition keywords.

Title Tag:

- [ ] Include your target keyword naturally in the title tag.

- [ ] Keep the title tag concise, typically between 50-60 characters.

- [ ] Make the title tag compelling and relevant to entice users to click.

Meta Description:

- [ ] Write a concise and compelling meta description that includes the target keyword.

- [ ] Limit the meta description to around 150-160 characters.

- [ ] Make it enticing to improve click-through rates from search results.

URL Structure:

- [ ] Create clean and readable URLs that include the target keyword.

- [ ] Use hyphens (-) to separate words in the URL structure.

- [ ] Avoid using dynamic parameters and unnecessary characters.

Heading Tags:

- [ ] Use proper heading tags (H1, H2, H3, etc.) to structure your content.

- [ ] Include the target keyword in the main heading (H1) if possible.

- [ ] Use heading tags hierarchy logically to organize the content.

Content Optimization:

- [ ] Create high-quality, original, and valuable content.

- [ ] Include the target keyword naturally throughout the content.

- [ ] Write for your audience, providing informative and engaging content.

- [ ] Make sure the content is well-structured with paragraphs, bullet points, and subheadings.

Internal Linking:

☐ Include relevant internal links to other pages on your website.

☐ Use descriptive anchor text that includes relevant keywords.

☐ Internal links help search engines understand the structure of your website and improve user navigation.

OFF PAGE SEO

Link Building:

☐ Create high-quality backlinks from reputable and relevant websites.

☐ Focus on acquiring natural and organic links.

☐ Guest posting on authoritative blogs or websites within your industry.

☐ Participate in relevant forums and include links in your comments or forum signature (if allowed).

☐ Engage in influencer marketing and collaborate with industry influencers for link mentions or endorsements.

Social Media Engagement:

☐ Establish a strong presence on social media platforms relevant to your business.

☐ Share your content regularly and encourage engagement (likes, shares, comments).

☐ Build relationships with influencers and engage with their content.

☐ Include social sharing buttons on your website to make it easy for visitors to share your content.

Online Directories and Listings:

☐ Submit your website to reputable online directories and listings relevant to your industry.

☐ Make it enticing to improve click-through rates from search results.

Influencer Marketing:

☐ Collaborate with influencers in your industry to promote your content or products/ services.

☐ Seek opportunities to have influencers mention or link to your website in their content.

Online PR and Brand Mentions:

☐ Reach out to journalists or bloggers to get coverage or mentions of your brand in online publications.

☐ Issue press releases for newsworthy events or announcements related to your business.

Community Engagement:

☐ Participate in online communities, such as forums or social media groups, related to your industry.

☐ Provide valuable insights, answer questions, and share your expertise.

☐ Avoid spammy self-promotion and focus on building relationships and providing value.

TECHNICAL SEO CHECKLIST

Website Speed and Performance:

☐ Optimize your website's loading speed by compressing images, minifying CSS and JavaScript, and leveraging browser caching.

☐ Ensure your web hosting is reliable and provides fast server response times.

☐ Use a content delivery network (CDN) to deliver your website's content faster to users across different geographical locations.

Mobile-Friendliness:

☐ Ensure your website is mobile-friendly and responsive, providing a seamless user experience on different devices.

☐ Use responsive design techniques to adapt your website's layout and content to fit various screen sizes.

Website Indexing:

☐ Make sure search engines can crawl and index your website by submitting a sitemap to major search engines like Google and Bing.

☐ Check for and fix any crawl errors using tools like Google Search Console.

☐ Use robots.txt file to control search engine access to specific pages or sections of your website.

XML Sitemap:

☐ Create and submit an XML sitemap to search engines, providing an organized list of your website's pages for easier indexing.

☐ Regularly update and maintain the sitemap as you add or remove pages from your website.

Structured Data Markup:

☐ Implement structured data markup (schema.org) to provide search engines with additional context and information about your website's content.

☐ Use structured data to enhance search results with rich snippets, such as reviews, ratings, and product information.

SSL Certificate and HTTPS:

☐ Secure your website with an SSL certificate to ensure all data transmitted between your website and users is encrypted.

☐ Enable HTTPS on your website to provide a secure browsing experience, which can also boost your search engine rankings.

IMAGE SEO CHECKLIST

Image Filename:

☐ Use descriptive filenames that include relevant keywords.

☐ Separate words with hyphens (-) rather than underscores (_) for better readability.

Image Alt Text:

☐ Describe the image content in a concise and meaningful way.

Image Size and Compression:

☐ Large image files can slow down your website's loading speed, so aim for optimized sizes.

☐ Image format - JPEG , SVG, PNG & webP

Image Social Sharing:

☐ Optimize images for social media platforms by adding Open Graph and Twitter Card tags.

Image XML Sitemap:

☐ Include images in your XML sitemap to help search engines discover and index them.