

Simple Easy to implement SEO checklist

Research

- Keyword Research**
 - Identify relevant keywords using tools like Google Keyword Planner or Ahrefs.
- Competitor's analysis**
 - Analyse competitors' websites and targeted keywords
 - Identify gaps in keyword

On-Page SEO

- Title Tags**
 - Include primary keywords.
 - Keep under 60 characters.
- Meta Descriptions**
 - Summarize the page content.
 - Use keywords.
 - Keep under 160 characters.
- Headings (H1, H2, H3)**
 - Use H1 for the main title.
 - Use H2 and H3 for subheadings.
 - Include keywords naturally.
- Content Quality**
 - Write original, informative, and engaging content.
 - Aim for at least 500 words per page.
 - Use keywords naturally, avoiding keyword stuffing.
- URL Structure**
 - Keep URLs short and descriptive.
 - Include keywords.
- Internal Linking**
 - Link to other relevant pages within your site.
- Image Optimization**
 - Use descriptive file names and ALT tags.
 - Compress images to improve load times.

Technical SEO

- Mobile Friendliness**

- Ensure your site is responsive.
- Site Speed**
 - Optimize images.
 - Use caching and a Content Delivery Network (CDN).
- Secure Sockets Layer (SSL)**
 - Use HTTPS for your site.
- Sitemap**
 - Create and submit a sitemap to Google Search Console.
- Robots.txt**
 - Ensure it is correctly configured.

Off-Page SEO

- Backlinks**
 - Acquire high-quality backlinks from reputable sites.
 - Avoid spammy link-building tactics.
- Social Media**
 - Share your website links on social media platforms.
- Local SEO (if applicable)**
 - Claim and optimize your Google My Business listing.
 - Get reviews on Google.

Analytics and Monitoring

- Google Analytics**
 - Set up and monitor website traffic and behavior.
- Google Search Console**
 - Set up and monitor website traffic, crawl errors and indexing issues.
- Regular Audits**
 - Perform regular SEO audits to identify and fix issues.
- Regular updates**
 - Perform regular SEO updates to keep the content fresh and relevant.