

SEO Checklist

Definition

SEO - Search Engine Optimization | **SERP** - Search Engine Results Page | **CMS** - Content Management System

SEO Consideration	Purpose	How to Implement	Completed?
▶ Alt Tags	The purpose of using alt tags is to provide a text alternative for an image on a webpage if the image cannot be displayed for some reason.	Most web builders and CMSs will allow you to add alt tags when uploading new images.	
▶ Blog Implementation	A blog allows you to provide useful information to web visitors and rank for certain keywords on SERPs .	Ask your developer to add a blog page. It will allow you to implement keyword-rich content.	
▶ Boldface	Using boldface on keywords and technical terms helps search engines better understand the content.	Apply boldface to technical terms and important keywords.	
▶ Content Structure	Correctly structured content helps draw viewers through the page and helps search engines understand its value.	Use H tags in descending order on home and service pages. Keep paragraphs no longer than three lines.	
▶ GMB Profile	A Google My Business profile helps your site appear in local searches.	Go to https://www.google.com/business/ and claim your profile.	
▶ Guest Posting	Guest posting helps increase your site's authority, due as a result of backlinks.	Find and contact guest post websites. Submit articles to them.	
▶ Internal Links	Internal links help direct web users to more important pages.	Apply hyperlinks to keywords and relevant information, linking to internal pages.	
▶ Keyword Research	Keyword research helps you select the most relevant keywords to use in your content.	There are several online tools to help find the correct keywords, such as ahrefs and Moz.	
▶ Mobile Optimization	Mobile optimization is a major search engine ranking factor.	Test your site on a mobile device. Ensure your developer is experienced in mobile development.	
▶ Reduce Image Size	Smaller image sizes increase site load times, reducing bounce rates.	Run images through a file compressor, such as TinyPNG .	
▶ Regular Updates	Regularly updating your website content gives search engines something new to crawl.	Implement a blog and regularly create content.	
▶ Speed Check	Slow websites are bad for SERP rankings . Check your speed to start optimizing.	Use an online speed checker, such as GTmetrix.com .	