

SEO Checklist

**Your Essential Guide
to Boosting Website
Visibility & Traffic**



@yourbizzhub

1. Technical SEO

☐ Set Up Google Analytics & Google Search Console

✓ Track website performance and monitor search visibility.

☐ Mobile-Friendly Design

✓ Use responsive themes; test with Google's Mobile-Friendly Test.

☐ Fast Loading Speed

✓ Compress images, use browser caching, and minimize plugins.

☐ Secure Website (HTTPS)

✓ Ensure your site uses SSL for security and trust.

☐ Clean, SEO-Friendly URLs

✓ Use short, descriptive URLs (e.g., yoursite.com/seo-checklist).

2. On-Page SEO

☐ **Keyword Research**

✓ Identify and target keywords your audience is searching for.

☐ **Title Tags**

✓ Unique, keyword-rich titles for every page (under 60 characters).

☐ **Meta Descriptions**

✓ Write compelling summaries for each page (under 155 characters).

☐ **Header Tags (H1, H2, H3)**

✓ Use one H1 per page; break up content with H2/H3s.

☐ **Optimize Images**

✓ Compress images and use descriptive, keyword-rich file names and alt text.

☐ **Internal Linking**

✓ Link to relevant pages within your own website.

3. Content Optimization

☐ High-Quality, Valuable Content

✓ Answer your audience's questions and solve their problems.

☐ Regularly Update Content

✓ Refresh old posts with new information and keywords.

☐ Use Multimedia

✓ Add images, videos, infographics to make content engaging.

☐ Readability

✓ Use short paragraphs, bullet points, and simple language.

4. Off-Page SEO

☐ Build Backlinks

✓ Get links from reputable sites in your industry.

☐ List Your Business

✓ Add your site to relevant directories (Google My Business, Yelp, etc.).

☐ Guest Blogging

✓ Write for other blogs to reach new audiences and earn backlinks.

5. Local SEO (If Applicable)

☐ **Google My Business Profile**

✓ Complete all details and keep info up-to-date.

☐ **Local Keywords**

✓ Include city/region in key pages and metadata.

☐ **Encourage Reviews**

✓ Ask happy clients to leave reviews on Google and other platforms.

6. Ongoing Optimization

☐ Monitor Rankings & Traffic

✓ Use Google Analytics and Search Console to track progress.

☐ Fix Broken Links

✓ Regularly check and update or remove broken links.

☐ Keep Learning

✓ Stay updated with SEO trends and Google algorithm changes.

Bonus: Free Tools to Make SEO Easier

- ☐ **Google Search Console:** Monitor site performance
- ☐ **Ubersuggest/Answer the Public:** Keyword ideas
- ☐ **SEOMator:** Free website audit tool
- ☐ **TinyPNG:** Compress images for faster load times