#### SEO Checklist

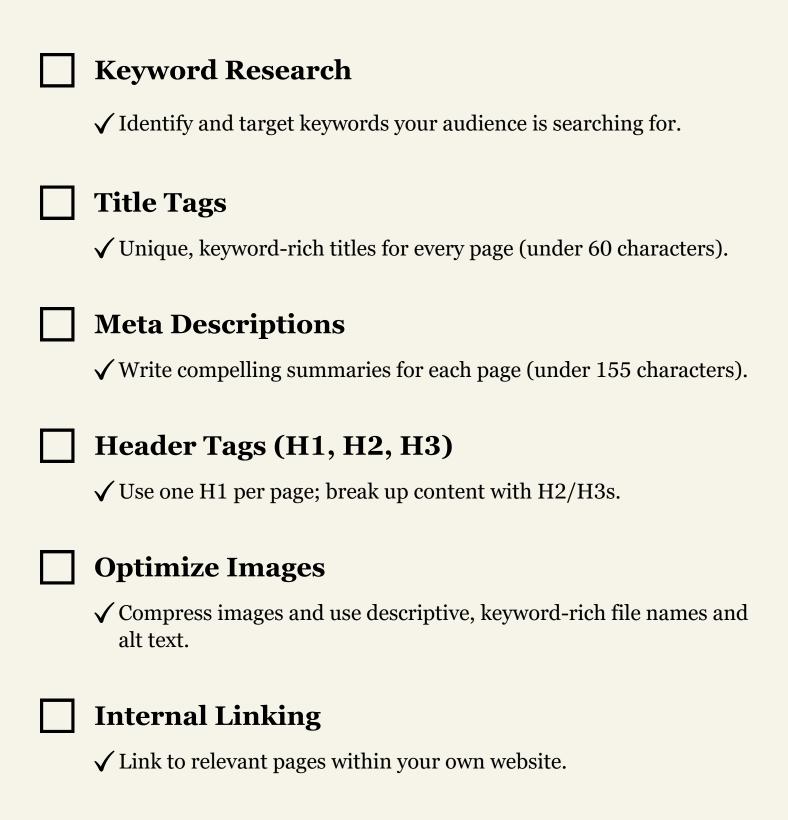
# Your Essential Guide to Boosting Website Visibility & Traffic



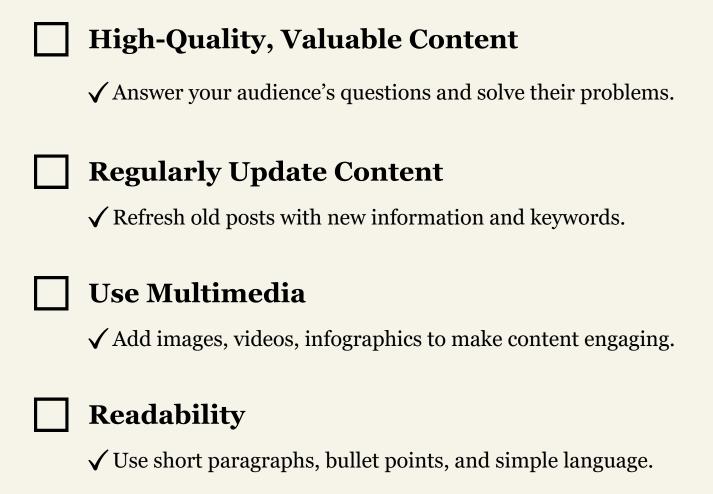
#### 1. Technical SEO

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).

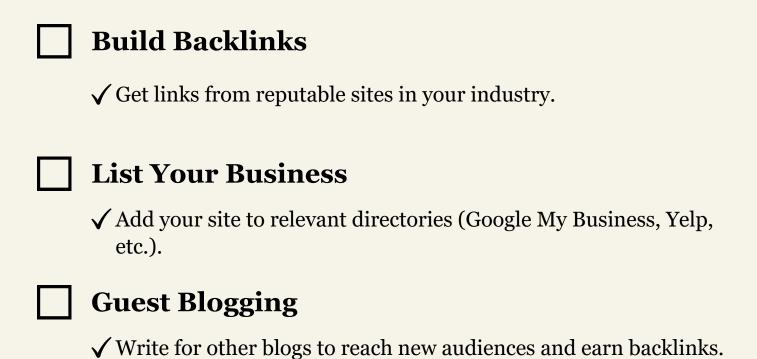
#### 2. On-Page SEO



### 3. Content<br/>Optimization



#### 4. Off-Page SEO



### 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.
<ul><li>Keep Learning</li><li>✓ Stay updated with SEO trends and Google algorithm changes.</li></ul>

### **Bonus:** Free Tools to Make SEO Easier

Google Search Console: Monitor site performance
Ubersuggest/Answer the Public: Keyword ideas
SEOMator: Free website audit tool
<b>TinvPNG:</b> Compress images for faster load times