SEO CHECKLIST

KLD

✔	Keyword Research	Notes
	Identify relevant keywords and phrases related to business, products and services.	
	Utilized tools like Google Keyword Planner, SEMrush, or Ubersuggest to discover popular keywords and their search volumes.	

✔	On-Page SEO	Notes
	Include target keywords naturally in your page titles, meta descriptions, headings and throughout the content.	
	Optimize URL structures to be descriptive and include keywords where relevant	
	Use descriptive alt text for images to improve accessibility and provide context to search engines.	
	Ensure that your content is unique, valuable, and relevant to your target audience.	

✔	Content Quality & Relevance	Notes
	Create high-quality, original content that provides value to your target audience.	
	Regularly update and refresh your content to keep it current and relevant.	
	Use internal linking to connect related content within your website.	

✔	**Mobile Friendliness**	**Notes**
	Ensure that your website is mobile-responsive and provides a seamless user experience across all devices.	
	Test your website's mobile friendliness using Google's Mobile-Friendly Test tool.	

✔	**Site Speed & Performance**	**Notes**
	Optimize page load times by compressing images, minifying CSS and JavaScript files, and leveraging browser caching.	
	Use tools like Google PageSpeed Insights or GTmetrix to analyza and improve your website's speed and performance.	

✔	**Schema Markup**	**Notes**
	Implement structured data markup (Schema.org) to help search engines understand the content and context of your website.	
	Include schema markup for relevant elements such as product information, reviews, events and FAQs.	

✔	**User Experience (UX)**	**Notes**
	Design your website with a clear navigation structure and intuitive user interface.	
	Ensure that your website is easy to navigate and that users can find information quickly and efficiently.	
	Optimize for readability by using legible fonts, proper formatting, and whitespace.	

✔ **SSL Certificate**	**Notes**
Secure your website with an SSL Certificate to encrypt data and enhance security.	
HTTPS is a ranking factor and can improve your website's credibility with both users and search engines.	

✔ **Analytics & Tracking**	**Notes**
Set up Google Analytics and Google Search Console to monitor website traffic, user behaviour, and search performance.	
Use analytics data to identify areas for improvement and track the effectiveness of your SEO efforts.	

✔ **Backlink Profile**	**Notes**
Monitor and analyze your website's backlink profile to identify quality backlinks and address any toxic or spammy links.	
Focus on building high-quality, relevant backlinks from authoritative websites within your industry.	

"The best place to hide a dead body is page two of Google search results"
- Unknown