



# SEO Checklist

AUGUST 2024



- Keywords
- Strategy
- Content
- Design
- Marketing
- Ranking
- Index
- Links

# SEO Checklist

Search Engine Optimisation (SEO) is crucial for ensuring that your website ranks well on search engines like Google. This checklist covers the essential elements you need to focus on to improve your website's visibility, traffic, and overall performance.

## 1. Keyword Research

- **Identify Primary Keywords:** Choose relevant keywords that reflect your business and target audience.
- **Use Long-Tail Keywords:** Target specific phrases that are less competitive but highly relevant.
- **Analyse Competitors:** Review the keywords your competitors are ranking for and find opportunities.
- **Check Search Volume and Difficulty:** Use tools like Google Keyword Planner, Ahrefs, or SEMrush to assess keyword potential.

## 2. On-Page SEO

- **Title Tags:** Ensure each page has a unique and descriptive title tag within 60 characters.
- **Meta Descriptions:** Write compelling meta descriptions within 155 characters, including the primary keyword.
- **Headings (H1, H2, H3):** Use proper heading hierarchy with keywords integrated naturally.
- **URL Structure:** Create SEO-friendly URLs that are short, descriptive, and include keywords.

## 3. Technical SEO

- **Site Speed:** Optimise your website's loading speed by compressing files, using a CDN, and enabling browser caching.
- **XML Sitemap:** Create and submit an XML sitemap to search engines to ensure all pages are indexed.
- **Robots.txt:** Update your robots.txt file to guide search engines on which pages to crawl.



- **Content Optimisation:** Include primary and secondary keywords naturally within the content, aiming for a keyword density of 1-2%.
- **Internal Linking:** Link to relevant pages within your site to distribute link equity and improve navigation.
- **Image Optimisation:** Use descriptive filenames, alt text, and compress images for faster loading.
- **Mobile-Friendliness:** Ensure your website is responsive and performs well on mobile devices.
- **Canonical Tags:** Use canonical tags to prevent duplicate content issues.
- **Structured Data:** Implement schema markup to help search engines understand your content better.
- **SSL Certificate:** Ensure your website uses HTTPS for a secure browsing experience.

## 4. Off-Page SEO

- **Backlink Building:** Acquire high-quality backlinks from authoritative websites.
- **Guest Blogging:** Write guest posts on reputable sites in your industry to build backlinks.
- **Social Media Engagement:** Promote your content on social media platforms to increase visibility and drive traffic.
- **Local SEO:** Optimise your Google My Business profile and acquire local citations if you have a physical location.
- **Monitor Backlinks:** Regularly check your backlink profile to disavow toxic links that may harm your site.

## 5. Content Strategy

- **Quality Content:** Focus on creating high-quality, original content that provides value to users.
- **Regular Updates:** Keep your content fresh and relevant by updating it regularly.
- **Content Types:** Diversify content formats (blogs, videos, infographics) to cater to different audience preferences.
- **Content Calendar:** Plan and schedule content to maintain consistency.



## 6. Analytics & Reporting

- **Google Analytics:** Set up Google Analytics to track user behaviour, traffic sources, and conversions.
- **Google Search Console:** Monitor your site's performance, index status, and fix errors using Google Search Console.
- **Keyword Rankings:** Regularly track your keyword rankings to measure SEO progress.
- **Traffic Analysis:** Analyse organic traffic trends to identify what's working and areas for improvement.
- **Conversion Tracking:** Set up goals to measure conversions and adjust your strategy accordingly.

## 7. Regular SEO Audits

- **SEO Audits:** Conduct regular SEO audits to identify and fix issues that may impact your rankings.
- **Competitor Analysis:** Keep an eye on competitors to stay ahead in your industry.
- **Performance Reviews:** Review your SEO strategy periodically and make necessary adjustments.

By following this SEO checklist will help ensure that your website is Optimised for search engines and can rank higher in search results. Regular updates and staying informed about SEO trends will keep your site competitive.

---

### Download Your Free SEO Checklist PDF

Click the link below to download this checklist as a PDF for easy reference.  
[Download PDF]

---

**Contact Us** If you need further assistance with your SEO strategy, feel free to contact Direct Submit on **0800 669 6848** or visit our website and find out how we can help your business excel and reach it's full potential.

#### Legal Disclaimer

This SEO checklist is intended as a guide and does not guarantee specific results. SEO results may vary based on several factors including industry, competition, and market changes.

