SEO CHECKLIST

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KEYWORD RESEARCH

- ◯ Identify relevant keywords related to your content and target audience.
- ◯ Utilize tools like Google Keyword Planner, SEMrush, or Ubersuggest for keyword research.

ON-PAGE SEO

- ◯ Optimize page titles, meta descriptions, and URLs with target keywords.
- ◯ Ensure your content is well-structured with appropriate heading tags (H1, H2, etc.).
- ◯ Optimize images with descriptive filenames and alt tags.
- ◯ Write compelling and relevant content that satisfies user intent.

OFF-PAGE SEO

- ◯ Build high-quality backlinks from authoritative and relevant websites.
- ◯ Engage in social media promotion to increase visibility and drive traffic.
- ◯ Participate in relevant online communities and forums to establish credibility and generate referral traffic.

LOCAL SEO (IF APPLICABLE)

- ◯ Claim and optimize your Google My Business listing.
- ◯ Ensure consistent NAP (Name, Address, Phone Number) across all online directories.
- ◯ Encourage positive reviews and respond to customer feedback.

TECHNICAL SEO:

- ◯ Ensure your website is mobile-friendly and responsive.
- ◯ Optimize website speed by minimizing server response time, compressing images, and leveraging browser caching.
- ◯ Implement SSL certificate for a secure HTTPS connection.
- ◯ Create and submit an XML sitemap to Google Search Console.
- ◯ Use SEO-friendly permalinks structure (preferably post name).

CONTENT OPTIMIZATION

- ◯ Regularly update and refresh content to keep it relevant and up-to-date.
- ◯ Utilize internal linking to connect related content within your website.
- ◯ Implement schema markup for rich snippets and enhanced search results.
- ◯ Monitor and optimize for user engagement metrics like bounce rate, time on page, and click-through rate (CTR).

MONITORING AND ANALYSIS

- ◯ Regularly monitor website performance using tools like Google Analytics and Google Search Console.
- ◯ Track keyword rankings and organic traffic trends over time.
- ◯ Analyze user behavior and adjust strategies accordingly to improve SEO performance.