SEO CHECKLIST

Set up Google Analytics - this shows you how many people visit your site, where they come from and how long they spend on each page.

Set up Google Search Console and submit a sitemap - console tools help you to understand and improve how Google sees your site. Sitemaps tell search engines where to find the important content on your site.

Keyword research - this will give you a list of words and phrases your target audience are actually searching for.

URLs - make sure they're short, descriptive and include keywords.

Titles and headers - include your keywords in your page titles and H1 and H2 (main and sub headers).

Meta descriptions - these are short sentences that describe what the page is about.

Strategic blog - make sure your posts work with your keyword research.

Optimise your copy - keywords should be included within the first 100 words of the copy. Check for duplicate content, which can harm your site: https://www.seoreviewtools.com/duplicate-content-checker/

Links - add external and internal links to show your content is trustworthy. While you're there, make sure there aren't any broken links.

Optimise images - name your images using your keyword and make sure you add an 'alt tag' too.

Fast loading, secure, mobile friendly - you can check how your site is scoring on these here: https://website.grader.com

Set up a Google My Business listing - this lets you manage how your business appears on Google.

ARE YOU MISSING ANY?
CALL FAITH: 07920 042240