



FAITH LIVERSEDGE

STORYTELLER

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