

SEO CHECKLIST

This guide covers the essential aspects of SEO you need to get started.



Why Your Website Needs Search Engine Optimization.

Welcome to our SEO checklist! Before we dive into the checklist, let's discuss the importance of SEO for your website. SEO can increase website traffic, improve user experience, and build credibility and trust. It's also cost-effective and provides valuable insights into user behavior. We recommend saving this checklist and referring to it regularly to ensure your website is optimized for search engines. And if you need further assistance with your SEO efforts, don't hesitate to contact Tenth Man Marketing for comprehensive support and tailored solutions. Now, let's get started. Why do you need SEO? Here are 5 reasons:



Increased visibility and traffic: By optimizing a website for search engines, it becomes more visible to users searching for relevant keywords, which can result in increased traffic to the site.



Improved user experience: SEO tactics like improving site speed, fixing broken links, and optimizing content for keywords can improve the overall user experience on the site, leading to increased engagement and conversions.



Cost-effective: Unlike paid advertising, which requires ongoing investment, SEO can provide long-term benefits without ongoing expenses. While there may be initial costs to optimize a site, ongoing maintenance and updates are typically less expensive.



Builds credibility and trust: A site that appears at the top of search results is often perceived as more credible and trustworthy by users. This can lead to increased brand awareness and loyalty.



Provides valuable insights: By tracking website performance and analyzing search data, SEO can provide valuable insights into user behavior, preferences, and interests. This data can inform content creation, marketing strategies, and overall website optimization.

SEO Basics:

Set up Google Analytics and Google Search Console to track website traffic and performance

Create a sitemap and submit it to search engines

Check Google Search Console for manual actions

Ensure website is mobile-friendly and has fast loading speed.

Fix any missing or duplicate titles, meta descriptions, and H1 tags for each page on your site.

Fix broken links and 404 errors.

On-Page SEO & Content:

On-page SEO refers to optimizing individual web pages in order to rank higher and earn more relevant traffic in search engines. On-page SEO is needed when businesses want to improve their website's visibility and relevance for specific search terms.

Check the primary keyword for each page to ensure that it aligns with the search intent of the user and includes relevant related keywords.

Ensure website is user-friendly with easy navigation and clear calls-to-action

Use internal linking to connect related pages and provide context for search engines.

Use descriptive and keyword-rich alt tags for images and other media

Optimize pages with high traffic and high bounce rates. Be sure to analyze the root cause before making changes.

Research and identify additional target keywords relevant to your website and industry for future blog posts, FAQs are more.

Off-Page SEO:

Off-page SEO refers to all the activities that are performed outside of a website to improve its search engine rankings. This includes tactics such as link building, social media marketing, and brand mentions. Off-page SEO is needed when businesses want to increase their website's authority and credibility in the eyes of search engines.

Conduct research on competitor backlinks to identify sites that are linking to them. Analyze the type of content that is earning them backlinks.

Target competitor broken backlinks by identifying sites that are linking to broken pages or outdated content. Reach out to these sites to suggest replacing the broken link with a link to your own relevant content.

Convert brand mentions that don't have links into links. Reach out to the site or author and request a link be added to the mention.

Respond immediately to any journalist who reaches out to you. They are likely on a tight deadline and prompt communication can help to establish a positive relationship.

Consider having a media kit ready, which includes information about your brand, services, and expertise. This can help to streamline the process for journalists seeking information or sources for stories.

Local SEO:

Local SEO is the process of optimizing a website to increase its visibility and relevance in local search results. It is important for businesses that rely on local customers, such as brick-and-mortar stores or service providers.

Claim and verify your Google My Business listing. Ensure that your business name, address, phone number, and website URL are accurate and up to date.

Target competitor broken backlinks by identifying sites that are linking to broken pages or outdated content. Reach out to these sites to suggest replacing the broken link with a link to your own relevant content.

Optimize your website for local search by including location-based keywords and creating location-specific pages.

Depending on your industry, get listed in local directories and review sites such as Yelp, TripAdvisor, and Angie's List.

Monitor and respond to reviews on Google My Business, Yelp, and other review sites. Encourage satisfied customers to leave positive reviews.

Thank You For Downloading Our SEO Checklist

We hope you find it useful in improving your website's search engine rankings.

If you have any questions or need help with your SEO strategy, please don't hesitate to contact us at Tenth Man Marketing. We can provide you with SEO services tailored to your business needs.

You can reach us by phone, email, or by filling out the contact form on our website. **We look forward to hearing from you and helping you take your website's SEO to the next level.**



Let's Talk

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