



CHECKLIST: Website SEO

SEO FUNDAMENTALS

WHAT YOUR WEBSITE NEEDS

- ☐ Written Content
- ☐ Page Titles
- ☐ Links back to your website
- ☐ Good reputation
- ☐ Social media
- ☐ Current content
- ☐ A cat video to go viral (joking!)

ON-PAGE SEO

- ☐ Generate list of 5-10 keywords to use
- ☐ Title Length - descriptive & unique
- ☐ Description Tag 150-160 characters
- ☐ Text formatting - Use headings (H1,H2,H3) paragraphs, bold and italics
- ☐ Content - unique and informative
- ☐ Internal links - include 4-5 internal links to your own website pages where possible
- ☐ URL structure - www.example.com/what-is-reiki

IMAGES

- ☐ Image choice - make it relevant to your content
- ☐ Image size - aim for efficient for page loading
- ☐ Image ALT text - how Google “reads” your images
- ☐ Image filename - IMG_001.jpg (NO!)
types-of-reiki.jpg (YES!)

OFF-PAGE SEO

- ☐ Get clients or colleagues to link to your website
- ☐ Create content that encourages sharing.
- ☐ Create content that can be used in the media



USEFUL LINKS

These links provide some useful tools to develop and test your SEO effectiveness:

Google Analytics <http://www.google.com/analytics>

Google Keyword Planner: <https://adwords.google.com/KeywordPlanner>

Yoast SEO Plugin: (FREE version) <https://yoast.com/wordpress/plugins/seo/>

Robots.txt file <http://www.robotstxt.org/robotstxt.html>

SEO Browser: <http://www.seo-browser.com/> (choose simple option)