7 STEP SEO CHECKLIST FOR SMBS

Keyword Research

Identify primary and secondary keywords Use long-tail keywords for niche targeting Analyze competitor keywords

On-Page SEO

Meta title under 60 characters with target keyword
Engaging meta descriptions under 160 characters
Relevant keywords in headers (H1, H2, H3)
Adequate internal and external linking
Optimized images with alt text

Content Optimization

Is your content high-quality, original, and engaging?
Is the keyword density balanced (without keyword stuffing)?
Is the content formatted for readability (bullet points, subheadings)?
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Local SEO

Is your business:

- *Listed on Google My Business?*
- *Receiving positive reviews on Yelp and Google?*
- *Optimized for local keywords?*
- *NAP consistent across all listings?*

Off Page SEO

Do you have a backlink strategy?
Are you leveraging guest posts and partnerships for backlinks?
Are you active on social media to boost visibility?

Technical SEO

Have you submitted your sitemap to Google Search Console?
Is your website secure (HTTPS)?
Are there any broken links (404 errors)?
Have you implemented schema markup for rich snippets?

Mobile Optiomization

Is your website mobile-responsive?
Is the page load time less than 3 seconds?
Have you implemented AMP (Accelerated Mobile Pages) for faster loading?

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