SEO OPTIMIZATION CHECKLIST

On-Page SEO

- [ ] Optimize Title Tags and meta descriptions with relevant keywords
- [ ] Use H1, H2, and H3 tags to structure content
- [ ] Internal and external links in the content
- [ ] Ensure URLs are clean and keyword rich
- [ ] optimize images with alt text

Technical SEO

- [ ] Ensure your site is mobile-friendly and responsive
- [ ] Check site speed (target loading time under 3 seconds)
- [ ] Create an XML sitemap and submit it to Google Search Console
- [ ] Fix broken links and optimize 404 error pages
- [ ] Use structured data markup (schema.org)

Keyword Research

- [ ] Use tools like Google Keyword Planner or Ahrefs
- [ ] Identify long-tail keywords relevant to your business
- [ ] Focus on keywords with high intent (purchase-related)
- [ ] Regularly review and update keyword lists based on trends

SEO OPTIMIZATION CHECKLIST

Content Optimization

- [ ] Write high-quality, relevant blog posts (minimum 1000 words)
- [ ] Update old content to maintain relevance
- [ ] Include call-to-action buttons in every piece of content
- [ ] Implement topic clusters (group related content together)

Off Page SEO

- [ ] Build backlinks from reputable websites
- [ ] Submit your business to online directories (Google My Business, Yelp)
- [ ] Engage in guest blogging opportunities
- [ ] Monitor your brand mentions online and respond quickly