

ULTIMATE GUIDE TO SEO CHECKLIST



Lilach Bullock
Generate leads that convert

Want to get your website in the top Google results?
Want to get more traffic, generate more revenue and
improve your website?

1 TARGET AUDIENCE

- Do you know your target audience?
- Do you know how your audience would search for your business online?



2 KEYWORD RESEARCH

- Are you using a keyword research tool to find relevant keywords?
- Do you have a list of long-tail keywords?
- Do you know what negative keywords are?

3 WEBSITE

- Are you using relevant keywords on your website and for page titles?
- Can Google crawl and index your website?
- Are your pages properly optimised?

4 BLOGGING

- Are you using relevant keywords in your blog and sub/headlines?
- Are you adding meta descriptions to your posts?
- Are you optimising your URL slug?
- Are you using images to break up text?



5 VISUAL CONTENT

- Are you optimising your visual content for search engines?
- Are you adding alt text to your images?

6 LINK BUILDING

- Are you researching backlink opportunities?
- Are you building relationships in order to get more backlinks?

7 USEFUL TOOLS

- Are you using a tool to help you optimize your website?
- Are you performing audits on your website to identify possible SEO issues and opportunities?

