

SEO Checklist for Beginners

Your go-to guide for optimising your website for search.



Planning and Strategy

- Define your SEO goals
- Identify your target audience
- Conduct keyword research



Off-Page Optimisation

- Link building
- Social media presence
- Analytics tracking
- Google Business Listing



On-Page Optimisation

- Title tags and meta descriptions
- Content optimisation
- URL structure
- Internal linking



Monitoring and Reporting

- Google Analytics and Search Console
- Competitor analysis
- Continuous optimisation



Technical SEO

- Site speed optimisation
- Mobile-friendliness
- Structured data and schema markup
- XML sitemaps and robots.txt
- Everything in "On-page Optimisation"



Planning and Strategy

Define your goals

What do you want to achieve with your SEO? (e.g. Increase organic traffic, improve search engine rankings).

TIP: Clearly define measurable goals to guide your SEO strategy and evaluate success.

Identify target audience

Who are you trying to reach with your SEO efforts? Understand your customer personas and analyse their search behaviour and intent.

TIP: Use data-driven insights to segment your audience for more personalised and effective SEO campaigns.

Conduct keyword research

Which keywords are your target customers using? Find high-volume, relevant keywords and prioritise them based on search intent.

TIP: Utilise advanced keyword research tools (e.g. Google Keyword Planner) to uncover opportunities and stay ahead of your competition.



On-Page Optimisation

Optimise title tags and meta descriptions

How can you make your pages more visible and enticing in search results? Craft compelling, keyword-rich titles and meta descriptions.

TIP: *Ensure your title tags and meta descriptions are informative, engaging and aligned with your target keywords.*

Optimise content for search

What can you do to make your website content more search-friendly? Incorporate target keywords naturally, provide valuable information and optimise media.

TIP: *Focus on creating high-quality, user-centric content that addresses your audience's needs and queries.*

Improve your site's URL structure

Are your website URLs clear and descriptive? Use simple, keyword-relevant URLs, in a logical structure, to enhance user experience and search engine visibility.

TIP: *Avoid long, complicated URLs that can hinder both users and search engines.*

Strengthen internal linking

How can you help search engines better understand the structure and relationships between your web pages? Establish a logical internal linking strategy that uses descriptive anchor texts and clear styling.

TIP: *Link related content together to improve navigation, user experience and search engine crawling.*



Technical SEO

Optimise site speed

Is your website loading quickly for visitors and performing well in Google's Web Vitals measurements? Minimise page load times by optimising images, files and other assets, leveraging caching, enabling compression and working through all other recommendations in Google's PageSpeed Insights.

TIP: Use page speed optimisation tools to identify and address performance bottlenecks on your website.

Accessibility and mobile usability

Does your site pass all of Google's accessibility checks? Make sure that all users are able to read text across your site easily and that screen readers can understand your page fully. Your site should look great on all screen sizes, with text displayed at appropriate sizes and tap targets spaced and sized sufficiently for touch screens.

TIP: Follow Google's mobile-first indexing guidelines.

Leverage structured data

Can you make your website's content more understandable for search engines? Implement relevant schema markup to improve rich snippets.

TIP: Research and apply the most appropriate schema types for your website's content and features.

Manage XML sitemaps and robots.txt

Have you set up your website's XML sitemaps and robots.txt file correctly? These technical elements help search engines crawl and index your pages.

TIP: Regularly review and update your XML sitemaps and robots.txt file to ensure they're optimised for search engine visibility.



Off-Page Optimisation

Build high-quality backlinks

How can you earn credible and relevant links to your website? Pursue link-building strategies like guest posting, outreach and social media engagement.

TIP: Focus on building a diverse portfolio of high-authority backlinks that align with your target audience and industry.

Optimise your social media presence

Are you leveraging social media to improve your SEO? Optimise your profiles and use them to share and promote your content.

TIP: Actively engage with your followers and build a strong social media presence to boost your website's authority and visibility.

Improve local SEO (if applicable)

Do you have a physical business location? Ensure your Google Business Profile and NAP (name, address, phone) citations are optimised for local search.

TIP: Claim, verify and consistently manage your local business listings to improve your visibility in local search results.



Monitoring and Reporting

Track SEO performance

How can you measure the success of your SEO efforts? Use Google Analytics and Search Console to monitor key metrics and identify areas for improvement.

TIP: Regularly review your SEO data to gain valuable insights and make informed decisions about your optimisation strategy.

Analyse your competition

What are your competitors doing that you could be doing better? Conduct a thorough competitor analysis to uncover opportunities.

TIP: Keep up to date with industry trends and your competitors' SEO tactics to stay ahead of the game.

Continuously optimise

How can you ensure your SEO efforts remain effective over time? Regularly review and refine your strategy to adapt to algorithm changes and new best practices.

TIP: Make continuous optimisation a priority to maintain and improve your website's search engine visibility and rankings.

Need help with your SEO Marketing?

We've got your back! As SEO marketing pros, we're here to help you every step of the way to improve your SEO efforts and increase your organic traffic.

Whether it's strategy, content optimisation or tech setup, our team is ready to jump in.

Ready to elevate your SEO marketing? Contact us today!

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