Website SEO Checklist

KEYWORD BRAINSTORM

Step 1: Research to decide which keywords you want to target

This is a major step and it's not always as obvious as you might think. You should target keywords or phrases that your potential clients are likely to use when looking for a company like yours. Many business owners describe their companies using words that sound like industry jargon to their average consumers, this won't help customers find you.

- ☐ Note your keyword ideas while you do your research and brainstorming, you can use the sidebar on the right side of this page
- ☐ Make a list of the competitors & industry leaders that you admire – take note of the keywords that you see in their titles and subtitles
- ☐ Use a tool like Google Keyword Finder to see which keywords are being searched for most by internet users
- ☐ Make a list of the keywords you want to target

Step 2: On the Page Content

- ☐ Include keywords in your headings. Website headings are labeled in order of importance. Heading 1 is the most important. Try to include a targeted keyword in Heading 1.
- ☐ Include keywords in your first paragraph of content

Step 3: Page Titles

Page Titles are different than Headings. Page Titles are entered in a specific field within your website builder (i.e. Squarespace) or an added SEO plugin (i.e. Yoast for Wordpress). This title does not appear on your website. This is the title that search engines show in their search results.

- ☐ Locate the section for each webpage, where your SEO information needs to be entered. (In Squarespace this can be done from the Pages section, by clicking the settings symbol next to the page you are optimizing in the left sidebar. In Wordpress, you will need a plugin like YOAST that will appear at the bottom of each page editing screen)
- ☐ Weave your keywords into your 70-character page title. For example, "Unforgettable Wedding Officiant Services in Central Florida" instead of "Officiant Services"

Step 4: Meta Descriptions

- ☐ Find the area in your Page's SEO settings for a "Meta Description" or it could be labeled "Description"
- ☐ Weave your keywords into your 300-character description
- ☐ Remember this description will show in the search results excerpt for search engines and as a preview when your link is shared on social media.

Step 5: URL Slugs

Your URL slug is the text in your URL that appears after the slash. Example: www.website.com/slug

- ☐ Locate the area on your page where you can edit the URL slug
- ☐ Put your keyword in your URL slug. For example instead if leaving your URL as www.homemadecookies.com/about you might want www.homemadecookies.com/deland-bakery

In Conclusion

Following these steps is a great start to running a website that will be found by search engines. Remember your website can be your greatest lead generator. Aside from the technical SEO information that needs to be entered for search engines to find you, posting new and keyword relevant content is necessary to keep increasing your online visibility. The best part is that your customers will appreciate the resources you have provided for them on your website and they will see you as a credible expert in your field.

Thank you for taking the time to learn from your friends at Riza Marketing. If you have any questions or if you would like to start a new website with Riza, please reach out to us. Best of luck to you in 2019!