

SEO Checklist for a New Website

Step 1: Choose a great domain name

- Is your chosen domain short?
- Is it memorable?
- Is it brandable?

Step 2: Research the right keywords

- Have you found keywords that are relevant for your business?
- Have you chosen a unique main keyword for every page?

Step 3: Craft your content

- Is it purposeful?
- Is it long enough to provide users with all the information they're looking for?
- Is your main keyword in the main title (H1)?
- Have you used your main keyword and variations or synonyms throughout the content?
- Have you marked other titles or subtitles with headings?

Step 4: Optimise your code

- Have you added your primary keyword into your page URL?
- Are you using canonical tags to make sure you don't have any duplicate content?
- Does each page on your site include a unique meta title and description?
- Do your images have descriptive alt tags and filenames?
- Are you linking to your internal pages in an SEO-friendly way?

Step 5: Technical setup

- Have you installed Google Analytics?
- Is the GA code present on every page of your website?
- Using WordPress? Have you installed an SEO plugin?
- Have you installed Google/Bing Webmaster Tools and checked for errors, missing titles and descriptions?
- Have you created a sitemap?
- Is robots.txt blocking important parts of your site?

Step 6: Build links

- Is the website linking to you relevant for your business?
- Would you click on that link if it wasn't pointing to your site?
- Is your backlink offering value to users?

Step 7: Post-launch checklist

- Is it easy to navigate through your site, to purchase a product or to send a message through your contact form?
- Did you test your site's speed?
- Did you test your site to ensure it shows perfectly on major browsers as well as devices like desktops, tablets and smartphones?