# 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

- ☐ What is your page about?
- ☐ What is the main intent of the page?
- ☐ Have you found relevant keywords?
- ☐ Do these answer your prospect's possible questions about your product or service?

## Step 3: Craft your content

- ☐ Is it purposeful?
- ☐ Is it long enough to provide users with all the information they're looking for?
- ☐ Have you used varied forms of keywords 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 duplicated 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 signed up for Google Analytics?
- ☐ Is the GA code present on every page of your website?
- ☐ Using WordPress? Have you installed an SEO plugin?
- ☐ Have you signed up for Google Search Console/ 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: Earn links

- ☐ Are you creating useful content that others want to share and link to?
- ☐ 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 displays perfectly on major browsers as well as devices like desktops, tablets and smartphones?

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