



SEO Checklist for Your Website

Welcome to the **Create Better Things SEO checklist!**

Whether you're a digital marketing novice or a seasoned pro, this guide will help you keep your website in tip-top shape. Remember, SEO isn't rocket science - it's more like gardening. Plant the right seeds, water them with good practices, and watch your website bloom!

Keyword Research: The Root of All Good SEO

- **Identify Keywords** - Use tools like Google Keyword Planner to find relevant keywords.
- **Long-tail Keywords** - Don't forget those longer phrases that capture specific search intent.
- **Competitor Analysis** - Sneak a peek at what your competitors are ranking for.

On-Page Optimisation: Pruning Your Content

- **Title Tags & Meta Descriptions** - Keep them catchy. Titles under 60 characters. Descriptions 160.
- **Header Tags (H1, H2, etc.)** - Structure your content logically. Start, middle, end.
- **Keyword Placement** - Use keywords naturally; don't stuff them in like a turkey.

Content Quality: Fertilise with Freshness

- **Regular Updates:** Keep content current and relevant—Google loves fresh produce!
- **Engaging Content:** Write for humans first, search engines second.
- **Multimedia Use:** Spice things up with images and videos.

Technical SEO: The Soil Beneath Your Site

- **Mobile-Friendliness:** Ensure your site is responsive—nobody likes pinching and zooming.
- **Page Speed:** Faster than a speeding bullet! Use tools like PageSpeed Insights to check.
- **Secure Site (HTTPS):** Keep it safe and secure—lock it down like Fort Knox.

Off-Page SEO: Spreading Your Seeds

- **Backlinks:** Cultivate quality backlinks from reputable sites.
- **Social Signals:** Share content on social media platforms - spread the word like butter!

Analytics & Monitoring: Watch Your Garden Grow

- **Google Analytics & Search Console:** Keep track of traffic and performance.
- **Regular Audits:** Perform an SEO audit every quarter. It's a health check-up for your site.

Local SEO: Bloom Where You're Planted

- **Google My Business:** Keep your listing accurate and up-to-date.
- **Local Keywords:** Use location-based keywords if you serve specific areas.

Humour & Personality: Stand Out in the Garden

- A little personality goes a long way! Add some humour to your content to engage visitors.