

SEO CHECKLIST

Keyword Optimisation:

- Identify and use relevant long-tail keywords.
- Optimise meta titles and descriptions with target keywords.

Quality Content:

- Create high-quality, engaging content.
- Regularly update and refresh existing content.

Mobile Optimisation:

- Ensure your website is mobile-friendly.
- Optimise images and media for faster mobile loading.

Page Speed:

- Minimise server response time.
- Compress images and enable browser caching.

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Backlinks:

- Build high-quality backlinks from reputable sites.
- Fix broken or outdated links on your website.

Social Media:

- Share your content on social media platforms.
- Encourage social sharing through your website.

Local SEO:

- Claim and optimise your Google My Business profile
- Encourage customer reviews on local review sites.

Analytics:

- Set up Google Analytics for tracking website performance.
- Monitor key performance indicators (KPIs) regularly.