BASIC SEO CHECKLIST

SEO stands for "search engine optimization." In simple terms, SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for your products and services.

- ☐ Write Quality Original Content
- ☐ Have a clean site structure
- ☐ Feature relevant Primary and Secondary Keywords
- ☐ Use relevant title tags
- ☐ Format Your Content for Search Engines
- ☐ Generate Backlinks from High Site Authority Websites
- ☐ Use a Mix of Internal and External Links
- ☐ Optimize Your Page Title and Meta Description
- ☐ Feature substantial interesting content
- ☐ Enable fast load times: Remove Anything That Loads Slowly
- ☐ Make sure your website and URL are secure: Use SSL
- ☐ Optimize Your Graphics Suitably for Marketing: For example Social Media Sharing
- ☐ Research your competitors
- ☐ Continue Learning About SEO