

# SEO CHECKLIST

How to improve your rank on Google

1

## Keyword Research

Discover words and phrases that searchers would use to find answers to the problems you look to solve. You want primary keywords and set of related, shared-intent, secondary keywords.

2

## Competitor Research

Enter your keywords into Google to find out what the top rankers on the Search Engine Results Pages are saying. Google thinks these are the most relevant to your keywords so take note!

3

## Keyword-Rich Content

Intelligently employ your primary and secondary keywords into your website. When Google crawls your website it will look for keywords to determine which pages it ranks and where.

4

## Word Count

To insert enough keywords into your copy without it seeming forced, you will need a decent word count. How many is dependant on the type of page but as a rough guide you want at least 250 words, more on key pages like blog posts.

5

## Compelling Meta Data

Meta Data consists of a page title and description. These are what appear on Google to convince people to click on through to your website. It is important that these are compelling and easy to read.

6

## Easy To Read URLs

Google reads URLs to help it determine what is on how website and choose where you should be positioned in the results. Make sure your URLs are easy to read and explain exactly what is on the page.

7

## Up-To-Date Website

Keep your website relevant with a constant stream of new, helpful content to answer searcher's questions about your product/service better than anyone else on page one of Google

8

## Performance

Optimise your website to load fast and look great on every device, at every speed and make sure it is secure (https). You've got to make it easy for visitors to navigate and find the answers they are looking for.

9

## Get People Talking About You!

You want as many people talking about and linking to your site as possible. Post on your social media and encourage sharing, reach out to bloggers, online advertising etc.