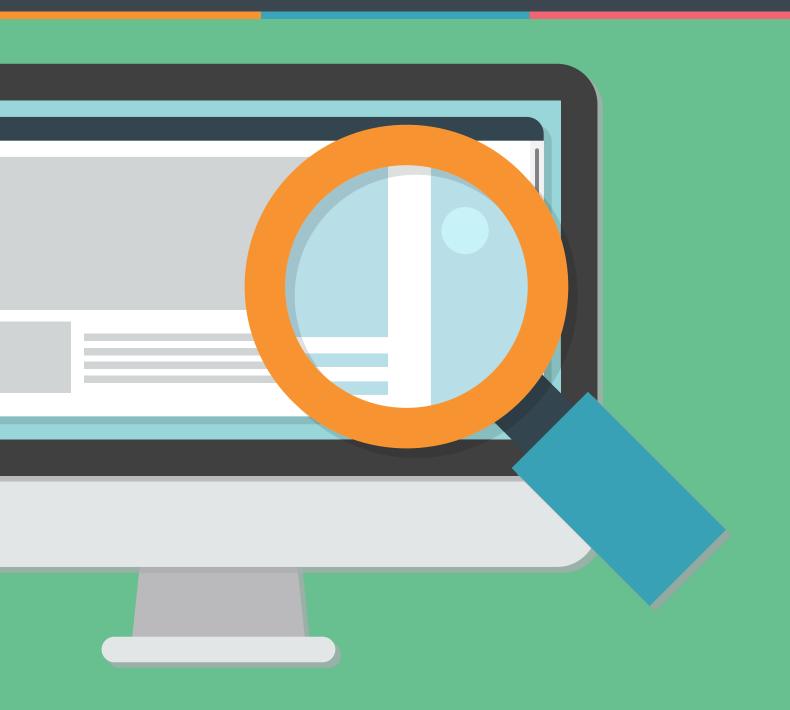


SEO CHECKLIST



SEO is difficult – after all, if it were easy there would be no benefit to practicing it.

There's a lot to do, and sometimes not a lot of time to do it, so here's a check-list to help you make sure all your bases are covered.

1.	Is your domain name short and/or memorable?

- **2.** Is your sitemap correctly configured?
- **3.** Is your site's functionality clear and easy to use?
- **4.** Have you avoided Java, Flash and other plug-ins which slow pages?
- **5.** Do all site pages load quickly?
- **6.** Does your home page clearly define what your brand does?
- **7.** Do any of your pages require the canonical tag?
- **8.** Have you carried out a PESTLE analysis?
- **9.** Have you personalised your 'not-found' pages for your users offering related pages and is everything returning the right 404 code which is required to do so?
- **10.** Are you using the right redirect codes?

- 11. Have you ensured all your alt attributes and meta tags are in place and optimised?
- **12.** Have you thoroughly tested site navigation to ensure all links are working correctly?
- **13.** Is your site going to be responsive or reactive?
- **14.** Is any content which needs to be, both mobile and tablet friendly?
- **15.** Is your content Substantial, Unique, Relevant and Engaging and limited duplicate content?
- **16.** Have you decided which keywords to target with content?
- **17.** Are you writing for people not robots?
- **18.** Have you started building relationships with relevant publishers?
- **19.** Have you ensured no content is blocked by robot.txt?
- **20.** Have you ensured the link profile is natural and non-manipulative?

Gotten this far and still having trouble?

We have plenty more <u>resources</u> to help guide you through your SEO journey and, if you need it, you can always speak to us <u>directly</u>.



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