

SMART GLOBAL DIGITAL HUB

PRACTICAL AI, SEO & DIGITAL MARKETING

FREE SEO CHECKLIST

12 ESSENTIAL SEO CHECKS FOR YOUR WEBSITE



A SIMPLE BEGINNER-FRIENDLY CHECKLIST TO HELP YOU
IDENTIFY IMPORTANT SEO TASKS AND IMPROVE YOUR
WEBSITE'S SEARCH VISIBILITY.

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FREE SEO CHECKLIST

HOW TO USE THIS CHECKLIST: GO THROUGH EACH ITEM AND TICK THE BOX AFTER COMPLETING THE TASK

ON-PAGE SEO

- ☐ CHECK WEBSITE TITLE
- ☐ WRITE A UNIQUE META DESCRIPTION
- ☐ OPTIMIZE H1 HEADING
- ☐ USE DESCRIPTIVE URLS
- ☐ ADD IMAGE ALT TEXT
- ☐ CREATE INTERNAL LINKS
- ☐ OPTIMIZE IMPORTANT PAGES

TECHNICAL SEO

- ☐ CHECK MOBILE RESPONSIVENESS
- ☐ IMPROVE PAGE SPEED
- ☐ CREATE XML SITEMAP
- ☐ SUBMIT WEBSITE TO GOOGLE SEARCH CONSOLE
 - ☐ CHECK BROKEN LINKS

QUICK SEO TIPS

UNDERSTAND WHY THESE BASIC SEO CHECKS MATTER.

Tip 1 – Website Title

1. OPTIMIZE YOUR WEBSITE TITLE

YOUR PAGE TITLE HELPS SEARCH ENGINES AND USERS UNDERSTAND WHAT A PAGE IS ABOUT. MAKE IT CLEAR, SPECIFIC AND RELEVANT TO THE PAGE CONTENT.

Tip 2 – Meta Description

2. WRITE A USEFUL META DESCRIPTION

WRITE A SHORT DESCRIPTION THAT EXPLAINS WHAT VISITORS CAN EXPECT FROM THE PAGE. MAKE IT RELEVANT AND USEFUL RATHER THAN SIMPLY REPEATING KEYWORDS.

Tip 3 – H1 Heading

3. USE A CLEAR H1 HEADING

YOUR H1 SHOULD CLEARLY COMMUNICATE THE MAIN TOPIC OF THE PAGE. KEEP THE HEADING RELEVANT TO THE ACTUAL CONTENT.

Tip 4 – Image ALT Text

4. ADD DESCRIPTIVE ALT TEXT

DESCRIBE MEANINGFUL IMAGES ACCURATELY. ALT TEXT CAN HELP SEARCH ENGINES UNDERSTAND IMAGE CONTENT AND ALSO IMPROVES ACCESSIBILITY.

Tip 5 – Internal Links

5. ADD INTERNAL LINKS

LINK RELATED PAGES ON YOUR WEBSITE TOGETHER. THIS HELPS VISITORS DISCOVER MORE USEFUL CONTENT AND HELPS SEARCH ENGINES UNDERSTAND RELATIONSHIPS BETWEEN YOUR PAGES.

Tip 6 – Mobile Experience

6. CHECK MOBILE RESPONSIVENESS

YOUR WEBSITE SHOULD BE EASY TO NAVIGATE AND READ ON SMARTPHONES AND TABLETS. TEST IMPORTANT PAGES ON DIFFERENT SCREEN SIZES.

TECHNICAL SEO TIPS

DON'T IGNORE TECHNICAL SEO

PAGE SPEED

REDUCE UNNECESSARY FILES, OPTIMIZE IMAGES AND IMPROVE LOADING PERFORMANCE.

XML SITEMAP

MAKE SURE YOUR IMPORTANT PAGES ARE INCLUDED IN YOUR XML SITEMAP AND SUBMIT IT THROUGH GOOGLE SEARCH CONSOLE.

BROKEN LINKS

REGULARLY CHECK YOUR WEBSITE FOR BROKEN INTERNAL AND EXTERNAL LINKS AND FIX THEM WHERE NECESSARY.

YOUR SEO ACTION PLAN

01 — CHECK YOUR IMPORTANT PAGES

START WITH YOUR HOMEPAGE AND YOUR MOST IMPORTANT SERVICE/BLOG PAGES.

02 — FIX BASIC ON-PAGE SEO

REVIEW TITLES, META DESCRIPTIONS, HEADINGS, URLS AND IMAGES.

03 — IMPROVE INTERNAL LINKING

CONNECT RELATED ARTICLES AND IMPORTANT SERVICE PAGES.

04 — CHECK TECHNICAL ISSUES

REVIEW MOBILE RESPONSIVENESS, PAGE SPEED, SITEMAP AND BROKEN LINKS.

05 — MONITOR YOUR PROGRESS

USE TOOLS SUCH AS GOOGLE SEARCH CONSOLE TO MONITOR YOUR WEBSITE'S SEARCH PERFORMANCE AND INDEXING.

NEED HELP WITH SEO?

SMART GLOBAL DIGITAL HUB PROVIDES PRACTICAL WEBSITE, SEO, AI SEO AND DIGITAL MARKETING SOLUTIONS FOR BUSINESSES, BLOGGERS, FREELANCERS AND BEGINNERS.

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Note: SEO results can vary depending on your website, competition, content quality and other factors. This checklist is provided for general educational purposes.

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