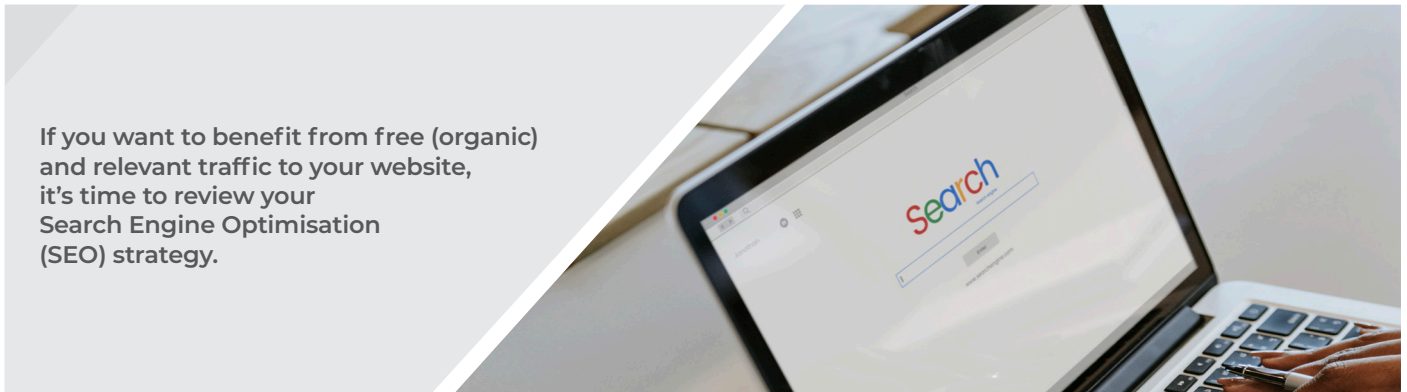




Search Engine Optimisation (SEO) Checklist

18 KEYS TO IMPROVING YOUR ORGANIC GOOGLE RANKING

 CHECKLIST



If you want to benefit from free (organic) and relevant traffic to your website, it's time to review your Search Engine Optimisation (SEO) strategy.

- Identify keywords relevant to your business and map them to relevant pages.
- Use a SEO plugin like Yoast to help you optimise key elements of your website.
- Optimise page titles and meta descriptions, and include your target keywords.
- Use a clean URL structure for all pages, and also include target keywords. Add internal links to other relevant pages.
- Add and optimise alt tags, which Google uses to index images. Describe images and include target keywords in a natural way.
- Ensure there is only one H1 tag on each page that includes a keyword, and that also makes sense.
- Include target keywords in the content in a natural way. Write unique descriptions, titles, H1 tags and alt tags.
- Optimise the size of uploaded images using tools like compressor.io or use special plugins.
- Focus on content quality. Improve user experience by using short, simple sentences.
- Make each paragraph 2-3 sentences long. Break up text with relevant images, graphs or screenshots.
- Include important information at the top of the page.
- Use long copy as it performs better in search. Add copy where needed.
- Provide an engaging experience and get better results in search by including videos.
- Avoid duplicate content copied from other pages, including title tags.
- Identify and fix broken links and images. Make sure your website is mobile friendly. Use https (secure version of the website).
- Try to get links from other quality websites to your website. Include relevant keywords in the anchor text of these links.
- Use Google Console and additional tools to run technical audits.
- Need help with SEO? Please feel free to reach out to me!



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