

SEO CHECKLIST

A Primer for Business Leaders

Search Engine Optimization is the process of improving your website visibility for relevant searches.

It isn't something that is turned on or off, like a light switch. It is more like a "dimmer switch" that can be pursued to varying degrees.

1

Address Technical Issues

- ☐ Fix broken links
- ☐ Standardize or shorten URLs
- ☐ Build internal links
- ☐ Create a sitemap
- ☐ Link to authoritative sites
- ☐ Improve loading speed

2

Help Google Find You

- ☐ Include meta descriptions
- ☐ Leverage social media
- ☐ Improve your mobile site
- ☐ Increase Google Reviews
- ☐ Do keyword research
- ☐ Utilize Google Search Console

3

Improve User Experience

- ☐ Optimize readability
- ☐ Add accessibility features
- ☐ Improve website navigation
- ☐ Optimize images
- ☐ Include ALT text on images
- ☐ Create effective headers

4

Create Engaging Content

- ☐ Use Google My Business
- ☐ Improve social media cadence
- ☐ Write blogs regularly
- ☐ Create videos
- ☐ Refine website copy
- ☐ Develop inbound links

SEO is a series of disciplined steps, with some easy and others more time-consuming or expensive.

Finding the right balance requires thoughtful planning and execution.

Learn more at www.trg-marketing.com