



THE ESSENTIAL SEO CHECKLIST



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INTRODUCTION

Wondering why your website isn't ranking on Google? If you're having trouble getting new customers to your site or you want to improve your conversion rate with your current site traffic, then it's time to get started with SEO.

We've developed this easy-to-follow checklist to help you improve your search engine optimisation (SEO), boost your rankings with Google, and increase audience engagement.

ON-PAGE SEO

On-page SEO is everything you do to your website to improve its Google rankings. These are the most fundamental elements of SEO. On-page SEO is all about ensuring your website's content can be crawled, indexed and understood by Google.

KEYWORDS

- Do you know what keywords your customers use when they search on Google for businesses/services like yours?
- Have you used these keywords throughout your website?
- Do your keywords occur at least three times on each page?
- Are your keywords unique for each page?

META TITLE

- Have you optimised your page title? Your page title should contain your target keyword and be no more than 70 characters long.
- Have you included your brand/company name in your title?

META DESCRIPTIONS

- Does your meta description include your keywords?
- Does your meta description provide a brief overview of the content on the page?
- Is it shorter than 300 characters?
- Does each page of your site have a unique meta description?

URL'S

- Are your page URLs simple, concise, and as short as possible?
- Are your keywords included in the URL where possible?

CONTENT

Content is still king! As the content is the first thing your potential customers will see, your content should be written with them in mind.

However, website content is also very important for Google, so keep these pointers in mind while developing new content.

PAGE CONTENT

- Have you used your keywords (and other target phrases) throughout your content without it sounding forced? Spamming readers by overusing keywords is not effective.
- Have you included your keywords in the opening paragraph on the page? This gets your message across quickly and clearly.
- Is your content well-written? It should convey your key messages and stand out against your competitors.
- Have you limited your paragraphs to 2-3 short and simple sentences? This increases legibility and improves the user's experience.
- Are you avoiding duplicating content? Don't copy and paste the same paragraphs of text across multiple pages of your site.
- Does the page have images to help break up large sections of text? Utilising relevant images helps to enliven your site. Including image alt tags for these images is also great for SEO.

HEADINGS & H1'S

- Are you sectioning your content with multiple headings and sub-headings? The first heading on the page should contain the page title and your keywords whilst all other sub-headings should reflect the content and keywords.
- Only use one H1 per page; all other headings should be H2 or H3.

INTERNAL LINKING

- Have you included 1-3 relevant internal links in the content of each page? Internal links are text links that lead from one page on your site to another.
- Are these text links keyword-rich anchors? Linking text that contains keywords is more valuable.

PAGE SPEED OPTIMISATION

The length of time it takes for your website to load has a significant impact on your Google rankings. Google favours sites that load quickly as they provide users with a better experience.

For businesses to be successful on the web, having a fast website is now non-negotiable. If a page takes longer than 3 seconds to load, 53% of people will click away and choose a different search result. A fast-loading website not only delivers a good user experience but helps to create a lasting positive impression among customers.

SITE SPEED

- Have you checked your site's load time using [Google PageSpeed](#)? This tool shows how quickly your site loads on both mobile and desktop.
- Is your load time under 3 seconds? If not, then you should take note of the following suggested speed optimisations.

SPEED MANAGEMENT

- Have you optimised your image sizes by compressing them? You can reduce your loading time by compressing image file sizes and reducing the resolution.
- Are you using a caching plugin on your site?
- Are your HTML, CSS, and Javascript files compressed?
- Have you considered upgrading your hosting? If your site is loading slowly, you may need to upgrade your hosting plan.

If you have a question about SEO or any of our digital marketing services, please feel free to call our team of friendly in-house digital growth experts for a chat on [1300 924 356](tel:1300924356).