SEO CHECKLIST

OPTIMISE IT!

Before you publish that new page, blog post, product etc.. make sure that you have included all of the below to ensure Google loves it too :)

- I have a unique keyword phrase for each page / post / product / event
- My page has an h1 title tag which contains my keyword phrase and there is only one h1 tag on the page
- Other headings/sub headings on my page contains the keyword phrase (only where it makes sense to use it)
- My page copy contains internal links to other pages on my site
- Where relevant my page has external links to to other quality, relevant websites
- Any images filenames include the keyword phrase in the alt text (not needed for background images)
- My copy is easy to consume, relevant & engaging to the reader
- I have added the SEO title (format: brand name | keyword phrase) into the page SEO settings
- I have added a meta description into the page SEO settings which includes the page keyword phrase and entices the reader to click through to the webpage / product etc..

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