

SEO CHECKLIST

#1

Content quality

- Original
- Authoritative
- Accurate and relevant
- Logical flow

#2

Site architecture

- Drop-down menu
- Categories and sub-categories
- Internal linking
- Constant access to business (contact button)
- External linking

#3

Tags

- Source code meta tags
- Title tags
- Header tags

#4

Meta descriptions

- Keywords
- Quality copy

#5

Images

- High quality
- Personal
- Original

#6

Keyword research

- Bottom and top-funnel keywords
- Presence in headers, content, and URLs
- Competitive analysis for high-volume and high-intent keywords

#7

Maintenance

- Regular SEO audits