

# Get Discovered!

## An SEO Checklist

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### Titles & Descriptions

-  **Titles:** Write brief page titles and Header 1 (H1) tags. Use your focus keyword and make sure it reflects page intent.
-  **URLs:** The webpage address should be short and concise, less than five words. You also want to include the focus keyword of the page.
-  **Meta Description:** Meta descriptions are the small excerpt of text displayed along with your web address in search results. This snippet of text should include your main keyword and entice the reader to click. You can include a call to action but keep it short.
-  **Meta Data:** Fill out the meta data for the page to emphasise its benefits to your reader.

# Keywords

-  **Placement:** Place your keywords in the URL, description, title and subheadings of the page. Also use the keywords in the text content, but stay away from keyword stuffing.
-  **Metrics:** Make sure your keywords reflect the search terms people use to find content like yours.
-  **Cannibalisation** Avoid using the same keyword for multiple pages. This is called keyword cannibalisation.
-  **Variations:** Use synonyms and modifiers for your keywords and titles. This helps you reach more people.
-  **Secondary Keywords:** Sprinkle, but don't stuff, secondary keywords in your content, also use semantically related keyphrases.

## Text Content

-  **Header Tags:** Break up your content with proper subheadings and label these with the appropriate header tags.
-  **Internal Links:** Internal links used in the content helps the visitor to stay on your website, and increases traffic between pages.
-  **External Links:** External links help crawlers to better determine your content, and also provide more trustworthiness for the visitor.
-  **CTAs:** A strong call-to-action guides the reader to take the next step. This could be a 'contact us' or a 'sign up for our newsletter' type of action.
-  **Search Intent:** Know what your readers are looking for on your page and deliver the result in a concise manner.
-  **Content Intro:** An introduction gives a quick overview of the content and sets the right expectations.
-  **Actual Text Content:** Write interesting, high-quality content that is easy to understand. Longer content often performs better, but break up walls of text into shorter paragraphs and bullet point lists.

## Visual Content

-  **Image Optimisation:** Your images should be high quality but have a small file size and be mobile ready. Use keywords in the title, description and alt-tags.
-  **Video Optimisation:** Write an engaging title, include keywords, also in the description. Select a high quality thumbnail, and make sure the video is optimised for web.

# Design & Interface

-  **User Experience:** Make your content interesting and easy to understand. The website should be quick to load, mobile ready and fully functional.
-  **Social Shares:** These buttons allows readers to quickly share interesting content to their social networks. This means more exposure for you.
-  **Page Speed:** Nobody wants to wait around for a page to load. Make sure your page speed is 3 seconds or less.
-  **Mobile Ready:** Most people use smartphones to access the internet. Your website has to have responsive design, as search engines prioritise mobile ready websites.
-  **Interaction:** Add a comments/reviews section to the page to increase time spent on your website. To make this truly interactive, respond to the comments.
-  **Voice Search:** As most people use their phones for browsing, a lot also use voice search. To tap into this, use structured data, be mobile ready, and utilise appropriate keywords.
-  **Links:** External, as well as internal links have to work properly. Make sure they lead to the correct place and check this often, especially external links.

# Technical SEO

- 👉 **Schema Markup:** This is code you use on your website to give context to search engines. In turn they can display info on the search results page in a uniform manner.
- 👉 **Index Website:** Submit the website to Google search console, and make sure your website is crawlable and indexable.
- 👉 **Featured Snippet:** These bits of text appear in the search results and give info about the content of the page. Use keywords and make it engaging.
- 👉 **Security:** Nobody wants to visit an unsecured website, especially but not only when it includes transactions. You need an SSL certificate and have https://.
- 👉 **Sitemap:** Sitemaps are an index for your website. Not only is this useful for visitors, XML sitemaps also make the site crawlable.



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