Heart + Soul
J O U R N E Y S

CONSCIOUS MARKETING SOLUTIONS

YOUR WEBSITE SEO CHECKLIST
10 steps to better online visibility

This checklist will help you increase your ranking results on Google. Use it for every page or blog post you create or have already created.

1 - Install Google Analytics (if you haven't already)

2 - Perform keyword research using Adwords Keyword Planner

3 - Choose a relevant keyword for your page or blog post

4 - The keyword must be included at least 4-6 times in your copy

5 - The keyword is included in page title

6 - Add titles and tags to your images that include the keyword

7 - Your images are optimized in size and resolution

8 - Use your keyword in the first paragraph of your copy

9 - Add internal links to other content on your website that is **useful and relevant** to your readers

10 - You use your keyword in your post or page URL