Blue Frog

SEO

✓ CHECKLIST

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To attract more traffic to your website, making it easy for search engines to identify, categorize, and return to users in the results pages is a critical step. Use this search engine optimization (SEO) checklist to make sure your website is as easy as possible for your target audience to find online, and watch your traffic soar!

PAGE TITLES

The titles of your website pages give powerful cues to search engines about the content of each page. By following these guidelines, you'll make each of your website pages easy for search engines to identify and categorize for users.

○ *Make sure every page has a unique title that accurately represents the page's content*

○ *Keep each title under 60 characters in length*

○ *Include 1-3 important keywords for your business in each page title*

META DESCRIPTIONS

A page's meta description is the blurb of text that appears below the link in search engine results. Keywords in this field are not critical for SEO purposes, but using them can help cue human viewers that your page is relevant to their search.

○ *Make sure every page has a unique meta description that accurately describes the page content*

○ *Make the meta descriptions enticing. They can work like tiny, free ads for your web pages as users scroll through the search engine results*

○ *Keep each meta description length between 150-160 characters*

HEADING TITLES

Heading tags are used to identify the various portions of your page. H1 is used for the title, H2 for major section headings, H3 for subheadings, and so on. Using these appropriately aids search engines in categorizing the information on each web page.

○ *Include only one H1 tag on each page. This represents the page's main topic*

○ *Try to include important and appropriate keywords for your business in each of your heading tags*

○ *Use lesser tags to identify the subtopics of each web page, where appropriate. Doing so gives you more opportunities to highlight all of the important keywords that the page discusses*

OPTIMIZE FOR MOBILE

Changes in search engine algorithms have made mobile friendliness a critical part of search engine optimization. To reach more of your target audience, make sure it's easy for them to view and navigate your website from any device.

○ *Make sure your website has a responsive design to give you a boost in search engine rankings on mobile devices*

○ *Make sure your viewport is configured for your pages' width and scale on different mobile devices*

SITEMAP

A sitemap is a listing of all of the pages on your website, used to show search engines how your website is organized. A sitemap enables search engine web crawls to more effectively and thoroughly crawl your site. It can also aid your marketing team in creating a logical website structure that helps visitors navigate your site easily and quickly.

○ *Add a xml sitemap to your website that includes the URL of the pages you want search engines to find*

IMAGES

Images make your web pages more appealing when visitors arrive, and they can also help search engines categorize your content.

- ○ *To avoid slowing down your page load times, keep the number of images on a single page to no more than 50 and ensure all images are compressed for website sizing*

- ○ *Make sure every image includes alt text, incorporating relevant keywords as appropriate*

LINKS

It's beneficial to have some links on your web pages that direct visitors to other resources on your web pages (called internal links) as well as to outside sources that provide additional helpful information on the subject. Be careful, however, not to overload your pages with too many links, and make sure that all of them are functioning properly.

- ○ *Keep the number of internal links on a page to fewer than 100*

- ○ *Make sure there are no broken links on your pages (404 errors)*

PAGE SPEED

Be sure your website pages run quickly! Slow-loading pages make for frustrated visitors who are likely to click away to a faster site.

- ○ *For optimal performance, make sure your pages load within 3 seconds*

TALK TO AN SEO SPECIALIST TODAY!

Blue Frog understands the ins and outs of SEO and how all the pieces come together. Let us help get your business set up for success with ongoing SEO support and services.

Contact us to find out how!

SCHEDULE A CONSULTATION

Blue Frog