



SEO CHECKLIST



For Small Businesses
and Creatives

Check here when you're done!



Define your target customer

Who are they?

What do they search for online?

What are their most pressing needs and desires?



Website is mobile-friendly and loads quickly.

When was the last time I experienced my website as a first-time visitor?

What was that like?



Incorporate target keywords naturally into your website content.

What are some unexplored keywords that could attract my ideal customer?

“
Coffee filters
”



“
Reusable
coffee filters
”

Claim and optimize your Google My Business listing.

How can I increase my involvement in local events or communities to boost my local SEO?



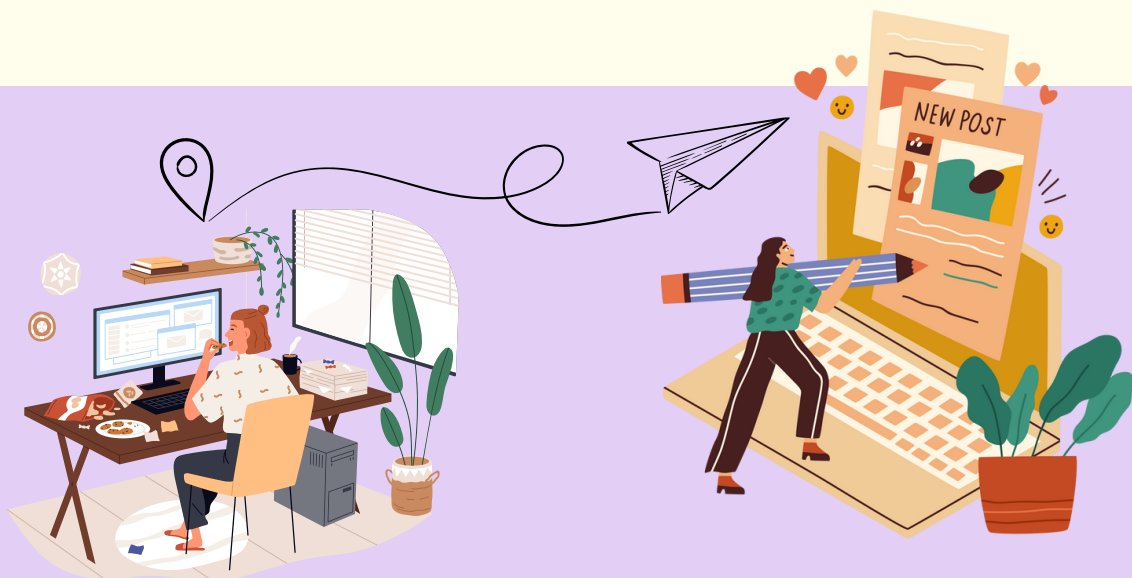
Craft valuable content that meets your audience's needs.

What unique perspectives or insights can I offer that my competitors aren't focusing on?



Reach out to partners for backlink opportunities.

Who in my network can I reach out to for guest posting opportunities or to share links?



Promote your content on social media platforms where your audience is active.

Which social media platforms are most engaging for my target audience, and why?



Install Google Analytics to monitor your website's performance.

What has been my most successful SEO strategy to date, and what can I learn from it?



Regularly review and update your SEO strategy.

Where do I see the biggest opportunity for growth in my online presence?

