



Optimise Your Website for Higher Rankings & More Traffic

At First Page Content & SEO, we help businesses improve their search rankings and attract more customers. Use this SEO checklist to optimise your website effectively.

Keyword Research

Why?

Helps you target search terms your customers use.

How?

- Use free tools like [Google Keyword Planner](#) or [Ubersuggest](#).
- Identify high-volume, low-competition keywords relevant to your business.
- Use long-tail keywords (e.g., “affordable SEO for small businesses” instead of “SEO”).

On-Page SEO

Optimise Title Tags & Meta Descriptions

- Keep titles under 60 characters and include your main keyword.
- Write compelling meta descriptions (150–160 characters) with a call to action.

Improve URL Structure

- Use short, descriptive URLs (e.g., yourwebsite.com/seo-checklist).
- Include keywords in URLs where possible.

Optimise Headings (H1–H6)

- Use one H1 tag per page (main title).
- Use H2s and H3s to structure content and improve readability.

Content Optimisation

- Write high-quality, original content (500+ words per page).
- Use keywords naturally in the first 100 words, headings, and throughout.
- Add internal links to other relevant pages on your site.

Image Optimisation

- Compress images using tools like [TinyPNG](#) to improve load speed.
- Add descriptive alt text to help search engines understand images.

Technical SEO

Improve Page Speed

- Test your website speed using [Google PageSpeed Insights](#).
- Optimise images, enable caching, and minimise unnecessary plugins.

Ensure Mobile-Friendliness

- Check if your site is mobile-friendly using [Google's Mobile-Friendly Test](#).
- Use a responsive design to ensure a good user experience on all devices.

Fix Broken Links & Errors

- Scan your site for broken links using [Broken Link Checker](#).
- Redirect broken pages to relevant content using 301 redirects.

Set Up SSL (HTTPS)

- Secure your site with an SSL certificate (HTTPS) to improve rankings and trust.

Local SEO

- Create and optimise your Google Business Profile [here](#).
- Add your business name, address, and phone number (NAP) consistently across directories.
- Get customer reviews on Google and respond to them.

Off Page SEO

- Build backlinks from reputable websites in your industry.
- Share your content on social media to increase visibility.
- Guest post on relevant blogs to gain high-authority links.

Tracking & Analytics

- Set up Google Analytics to monitor traffic and user behaviour.
- Use Google Search Console to track keyword performance and fix issues.
- Regularly review rankings and update content for ongoing SEO success.

Need Expert Advice?

Optimising your website takes time, but you don't have to do it alone! At First Page Content & SEO, we offer expert SEO services tailored to small businesses.

[Contact us today](#) for a free consultation!



SEO Checklist for Small Businesses