

# Beginner Friendly SEO Checklist

If you don't know where to start with Search Engine Optimisation (SEO) then this checklist will set you on the right path.

# Introduction

Where's the best place to hide a dead body?

The second page of Google.

If you're not ranking within the top three search results for your relevant keywords then you don't exist in the eyes of your customer.

The stakes are high but how do you compete with the big boys who have been dominating the top of Google for years? Surely it's an impossible task...

Thankfully not!

And that's why I created this checklist. It's a basic list of essentials to get you started. I'm not saying that this checklist will propel you to #1 but if you don't cover these basics you'll never get there.

This is the same list that I use every time I start a new Search Engine Optimisation (SEO) project and it has served me well. I hope it will do the same for you.

*Jayne Smyth*

Jayne Smyth (CEO, Search Smart)

# 1.

## Basic Setup

- Ensure that your website is mobile-friendly by checking [this page](#)
- Set up Google Analytics on your website to monitor your website traffic.
- Install Yoast SEO (if using WordPress).

# 2.

## Keywords

- Find long tail keywords using a tool like [Keyword Tool](#) or [Ubersuggest](#).
- Plan your content around relevant long tail keywords.
- Choose one long tail keyword to target for each page or post.
- Add your keyword within the first 100 words of your page or post.
- Use long tail keywords in the titles of your posts and pages.
- Use keywords in your headers.
- Include long tail keywords in your image's alt tags.

# 3.

## Structure

- Break up your text with H2 headers.
- Link internally to other pages and posts on your website.
- Shrink the size of your images.
- Add images to your post using a tool like [Reduce Images](#) or a WordPress plugin.
- Get rid of any duplicate content.

A hand holding a pen over a notepad, with a blue background. The hand is positioned in the upper right quadrant, and the pen is held diagonally. The notepad is partially visible, showing some faint lines. The background is a solid blue color with a subtle pattern of small white dots.

# Free SEO Audit

When it comes to Search Engine Optimisation there is always room for improvement. Sometimes it can be helpful for an outsider to help you spot those opportunities.

My free SEO audit will help you do just that. I take a detailed look at your site and suggest the most effective places to focus your efforts.

[BOOK YOUR FREE AUDIT HERE](#)