

spicyweb®

THE ULTIMATE WEBSITE LAUNCH SEO CHECKLIST



THE BASICS

1. Keyword Research & Targeting

- Identify relevant keywords for your niche and target audience
- Identify keywords that your competitors rank for using the Semrush Keyword Gap Tool
- Use tools like Google Keyword Planner or Semrush to research keyword search volumes and competition

2. On-Page Optimisation

- Optimise meta titles, descriptions, and header tags (H1, H2, etc.) with relevant keywords
- Ensure URLs are clean, descriptive, and include target keywords
- Create high-quality, original, and relevant content for each page
- Optimise images with descriptive alt tags

3. Site Structure & Navigation

- Organise your website's structure logically for easy navigation
- Create a clear and user-friendly internal linking structure
- Use breadcrumbs to show users their location on your site
- Migrate as much of your existing website content as possible
- Setup redirects for any pages that change URL

4. Mobile-Friendly Design

- Ensure your website is responsive and displays well on mobile devices
- Test your site using Google's Mobile-Friendly Test tool

5. Page Speed & Performance

- Optimise images and use compression to improve loading times
- Minimize CSS and JavaScript files
- Use browser caching and a content delivery network (CDN) if needed

6. Technical SEO

- Set up and submit an XML sitemap to search engines
- Create a robots.txt file to control search engine crawling
- Add your sitemap to the robots.txt file
- Use canonical tags to prevent duplicate content issues
- Ensure proper 301 redirects for any old URLs that have changed

7. SSL Certificate

- Ensure your site uses HTTPS for secure browsing
- Install an SSL certificate to encrypt data transmitted between users and your site

8. User Experience (UX)

- Prioritise user-friendly design and intuitive navigation
- Ensure fast loading times for a positive user experience
- Test your website across different browsers and devices

9. Analytics & Tracking

- Set up Google Analytics to monitor website traffic and user behavior
- Set up accurate tracking for conversion metrics
- Use Google Search Console to track your site's ranking performance

BONUS TIPS

10. Local Seo

- Create and optimise your Google My Business listing
- Include local keywords if your business targets a specific location

11. Social Media Integration

- Integrate social sharing buttons for easy content sharing
- Link your website to your social media profiles

12. Content Strategy

- Plan for regular, fresh, and relevant content updates
- Consider a blog or resource section to showcase your expertise

13. Backlink Strategy

- Develop a strategy for building quality backlinks from reputable sources
- Avoid spammy or low-quality link-building practices

14. Schema Markup

- Implement schema markup to help search engines understand your content better and gain rich snippets for improved impressions

15. Social Proof & Reviews

- Showcase customer reviews and testimonials to build trust

16. Conversion Rate Optimisation

- Clickable contact number or email visible in footer or header
- Easy to fill out contact form on relevant pages
- Subscribe option for marketing emails