

# Ultimate SEO Checklist for Web Designers & Entrepreneurs

## 1. Website Setup & Technical SEO

- Choose a fast, mobile-friendly theme
- Install Rank Math or Yoast SEO plugin
- Set up an XML sitemap & submit to Google Search Console
- Ensure website speed is under 3 seconds (Use WP Rocket, LiteSpeed, etc.)
- Fix broken links & ensure clean URL structure

## 2. Keyword Research & On-Page SEO

- Find low-competition, high-search-volume keywords (Google Keyword Planner, Ubersuggest)
- Optimize page titles & meta descriptions (under 60 & 160 characters)
- Use proper header structure (H1, H2, H3)
- Add internal & external links strategically
- Optimize images (compress, use alt text with keywords)

## 3. Content Optimization & Blogging

- Write high-quality, helpful content (1000+ words where possible)
- Include main keywords naturally in the first 100 words
- Format content for readability (short paragraphs, bullet points)
- Add multimedia (videos, infographics) to boost engagement
- Encourage social sharing & comments

## 4. Local SEO & Google My Business

- Set up & verify your Google My Business listing
- Optimize NAP (Name, Address, Phone Number) on your site
- Get customer reviews & respond actively
- Add local keywords & location-based content

## 5. Backlinks & Off-Page SEO

- Submit your site to relevant business directories
- Write guest posts on niche-related blogs
- Create shareable content to attract natural backlinks
- Engage in forums (Quora, Reddit, niche communities)

## 6. Tracking & Ongoing Optimization

- Connect your website to Google Analytics & Search Console
- Monitor rankings & traffic using Ahrefs or Ubersuggest
- Update old content with fresh information
- Keep an eye on competitors & their strategies