

**SEO**

**Checklist**

**for**

**Beginners**

**trendy**  
TALKS

## 1. KEYWORD RESEARCH

- ✓ Use tools like Google Keyword Planner, SEMrush, or Ahrefs to find relevant keywords
- ✓ Focus on long-tail keywords with moderate search volume and lower competition
- ✓ Identify user intent behind the keywords (informational, transactional, navigational)
- ✓ Create a spreadsheet to track potential keywords for your content

## 2. ON-PAGE SEO OPTIMIZATION

### TITLE TAGS

- ✓ Create unique, descriptive title tags for each page
- ✓ Include primary keyword near the beginning of the title
- ✓ Keep titles under 60 characters to prevent truncation in search results
- ✓ Make titles compelling and click-worthy

### META DESCRIPTIONS

- ✓ Write clear, concise meta descriptions that summarize page content
- ✓ Include primary keyword naturally
- ✓ Keep descriptions under 160 characters
- ✓ Use action-oriented language to encourage clicks

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## HEADER TAGS (H1, H2, H3)

- ✓ Use only one H1 tag per page, typically matching or closely related to the title
- ✓ Structure content with H2 and H3 subheadings
- ✓ Include relevant keywords in header tags
- ✓ Make headers descriptive and informative

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## CONTENT OPTIMIZATION

- ✓ Create high-quality, original content that provides value
- ✓ Aim for comprehensive coverage of the topic
- ✓ Use keywords naturally, avoiding keyword stuffing
- ✓ Include related keywords and synonyms
- ✓ Aim for content length of 1000-2500 words for comprehensive topics

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## URL STRUCTURE

- ✓ Create clean, readable URLs
- ✓ Include primary keyword in the URL
- ✓ Use hyphens to separate words
- ✓ Keep URLs short and descriptive
- ✓ Avoid unnecessary parameters or numbers

### 3. TECHNICAL SEO

#### SITE SPEED

- ✓ Use Google Page-Speed Insights to check website performance
- ✓ Optimize image sizes
- ✓ Enable browser caching
- ✓ Minimize CSS and JavaScript files
- ✓ Use a content delivery network (CDN)

#### MOBILE RESPONSIVENESS

- ✓ Ensure website is fully responsive on all device types
- ✓ Use Google's Mobile-Friendly Test
- ✓ Implement responsive design
- ✓ Avoid using flash or non-mobile-friendly technologies

#### CRAWLABILITY

- ✓ Submit XML sitemap to Google Search Console
- ✓ Use robots.txt to guide search engine crawlers
- ✓ Fix broken links
- ✓ Implement proper internal linking structure
- ✓ Ensure important pages are not blocked by robots.txt

### 4. CONTENT STRATEGY

- ✓ Develop a content calendar
- ✓ Create evergreen content that remains relevant
- ✓ Update existing content regularly
- ✓ Diversify content types (blog posts, videos, infographics)
- ✓ Answer user questions comprehensively

## 5. LINK BUILDING

- ✓ Create high-quality, shareable content
- ✓ Guest post on reputable websites
- ✓ Engage in industry forums and discussions
- ✓ Use internal linking to connect related content
- ✓ Seek opportunities for natural backlinks

## 6. LOCAL SEO (IF APPLICABLE)

- ✓ Claim Google My Business listing
- ✓ Ensure NAP (Name, Address, Phone) consistency
- ✓ Encourage customer reviews
- ✓ Add local keywords to content
- ✓ Create location-specific pages

## 7. TRACKING AND ANALYTICS

- ✓ Set up Google Analytics
- ✓ Install Google Search Console
- ✓ Track key metrics:
  - ✓ Organic traffic
  - ✓ Bounce rate
  - ✓ Average time on page
  - ✓ Conversion rate
- ✓ Regularly review and adjust SEO strategy

## 8. CONTINUOUS LEARNING

- ✓ Stay updated with SEO trends
- ✓ Follow reputable SEO blogs and websites
- ✓ Attend webinars and online courses
- ✓ Experiment and adapt your strategy
- ✓ Be patient - SEO is a long-term process

## TOOLS RECOMMENDED FOR BEGINNERS

- ✓ Google Keyword Planner
- ✓ Google Search Console
- ✓ Google Analytics
- ✓ SEMrush (free version available)
- ✓ Ubersuggest
- ✓ Yoast SEO (WordPress plugin)