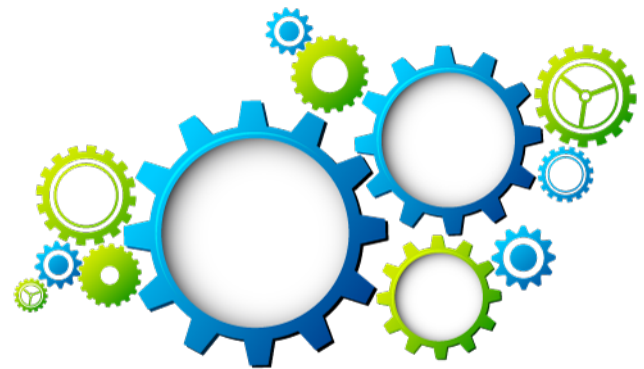




WEB

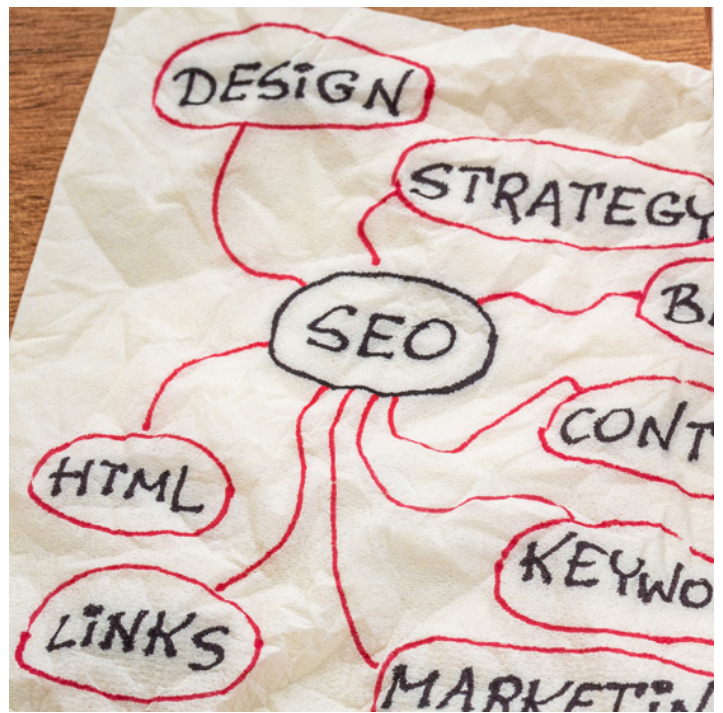
Search Engine
Optimization



The DIY Website SEO Checklist

Because there's no such thing as "set it and forget it" when it comes to your business.





THE DIY SEO CHECKLIST

- ✓ Heading tags are used properly
- ✓ Images have “alt” tags applied
- ✓ Content is engaging and customer focused to keep readers on your site and promote social sharing
- ✓ Keywords are used in headings
- ✓ Keywords (and keyword variations) are used *naturally* throughout the flow of the main text
- ✓ Keywords aren’t overused. Remember, more is not better and overuse of your keywords may actually result in a penalty.
- ✓ Geo-location tags are added to your header to improve location-based searches

For a detailed explanation of each item, check out the
Guide to DIY Search Engine Optimization



DIY SEO CHECKLIST continued

- ✓ Every page of your site has a unique meta title tag
- ✓ Meta description tags are set for each page and are written to entice visitors to click
- ✓ Images are properly optimized for use online for size and resolution
- ✓ Social icons are present on the site to promote sharing
- ✓ Your business has a verified Google+ page
- ✓ Website content is updated regularly

For a detailed explanation of each item, check out the
[Guide to DIY Search Engine Optimization](#)



About the Author



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Jessica is the founder and owner of Dohmain Designs. She is a small business consultant specializing in business growth through intelligent website design and sales & marketing automation.

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