

# SEO Checklist



**this is a brief rundown of some elements that will help you in optimizing your website for search engines. these are not overnight results steps but ones you should take all the time to do & will pay off over time and help in your organic growth.**

- IDENTIFY RELEVANT KEYWORDS
- FORMAT SITE & PAGE TITLES AND PROVIDE SEO DESCRIPTION
- MAKE SURE ALL BUSINESS INFORMATION IS UP-TO-DATE
- CONNECT SOCIAL LINKS & ADD SHARE BUTTONS
- OPTIMIZE PAGE URLS AND ADD KEYWORDS
- ADD ALT TEXT TO IMAGES
- ENABLE SSL
- COMPRESS IMAGES & GRAPHICS
- MAKE SURE IT'S MOBILE FRIENDLY
- CREATE COLLECTION CATEGORIES & TAGS
- CROSS-PROMOTE WEBSITE IN OTHER SOCIAL PLATFORMS
- DISABLE INDEXING OF LITE PAGES (PRIVACY POLICY/TERMS/ETC.)
- SET UP A CUSTOM 404 PAGE
- RE-DIRECT DELETED PAGES TO NEW URLS
- VERIFY YOUR WEBSITE WITH SEARCH ENGINES
- ADD GOOGLE ANALYTICS TO YOUR WEBSITE
- GET LISTED IN GOOGLE MY BUSINESS ([HTTPS://WWW.GOOGLE.COM/BUSINESS](https://www.google.com/business))

