SEO Checklist

© Connolly Media & Marketing

SEARCH ENGINE OPTIMISATION

WEBSITE USE

- Designed with audience in mind?
- Ease of Pathways

KEYWORDS

- Identify the intentions & keywords on ranking competitor sites
- Keyword Gap Analysis
- Create a Keyword Map

CONTENT PURPOSE

- Does it answer or solve the query?
- Give CTAs for visitors: what should they do next?
- Do you provide relevant resources for the topic?

TECHNICAL

- Link your website pages internally to one another
- Avoid keyword stuffing, especially in your URL
- Site Map - guide search engines to your useful content

SEARCH ENGINE

- Which keywords are providing gains is traffic/leads?
- Review your URLs, Titles, Copy & Meta-Descriptions
- Does your content include your target keywords?

WEBSITE DEISGN

- Is your site highly performing? Does it load quickly/slowly?
- Is your website intuitive?

CONNOLLY MEDIA & MARKETING