

WEBSITE DESIGN FOR BETTER SEO CHECKLIST

1. Implement a Mobile-Friendly Design

- ☐ Use a responsive website design template or hire a web developer to make your existing design mobile-responsive.
- ☐ Optimize your website's loading speed for mobile devices. Use efficient coding practices to ensure fast loading times.
- ☐ Create an easily accessible FAQ page that answers common questions related to your business or industry.

2. Have a Clean and User-Friendly Layout

- ☐ Conduct a website audit to identify and fix any usability issues. Ensure that navigation menus are clear and intuitive, and remove any clutter or unnecessary elements from your website.
- ☐ Develop a clear sitemap for your website and ensure proper internal linking.
- ☐ Regularly update your website's content to keep it fresh and relevant. Incorporate user-friendly headings and subheadings to make the content more scannable and engaging for visitors.

3. Create High-Quality Content

- ☐ Develop a content calendar to schedule regular updates and additions to your website.
- ☐ Use keyword research to identify relevant keywords for your industry and incorporate them naturally into your content.
- ☐ Encourage user-generated content, such as reviews or comments, to engage your audience and improve the overall quality of your website.



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4. Optimize Images and Multimedia

- ☐ Compress and resize images before uploading them to your website to reduce loading times. You can use online tools or plugins to automate this process.
- ☐ Always include descriptive alt text for images and ensure that filenames are clear and relevant.
- ☐ Continuously monitor your website's media files and replace or update them when necessary.

5. Improve Your Site's Page Speed

- ☐ Use online tools like Google PageSpeed Insights to analyze your website's loading speed and follow the recommendations to optimize your site for faster loading times.
- ☐ Minimize HTTP requests by combining and reducing JavaScript and CSS files.
- ☐ Implement browser caching to store frequently accessed website files on visitors' devices.

6. Ensure You Have Secure and Fast Hosting

- ☐ Check your current hosting plan and consider upgrading to a more secure and faster hosting provider. Look for hosting companies that offer SSL certificates and prioritize speed.
- ☐ Obtain an SSL certificate for your website if you haven't already. Most hosting providers offer SSL certificates as part of their packages, and this step is crucial for both security and SEO.
- ☐ Regularly monitor your hosting provider's performance and uptime.



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7. Use SEO-Friendly URLs

- ☐ Review your website's URLs and update them to be descriptive and keyword-rich.
- ☐ Avoid using auto-generated or cryptic URLs like "www.example.com/?p=123."
- ☐ Instead, create custom, human-readable URLs that convey the content's topic and relevance.
- ☐ Implement 301 redirects for any old or outdated URLs to ensure a smooth user experience and preserve SEO rankings when you make URL structure changes.

8. Implement Schema Markup

- ☐ Research and identify the most relevant schema markup types for your content and then add the markup to your website's code.
- ☐ Use schema markup to highlight important information on your web pages, such as product prices, ratings, and availability.
- ☐ Regularly check and update your schema markup to reflect any changes in your content or business information.

9. Use Header Tags

- ☐ Review your website's content and ensure that you use H1 tags for main headings and H2, H3, etc., for subheadings. Optimize these tags by incorporating relevant keywords naturally.
- ☐ Maintain a consistent header tag hierarchy throughout your website to improve content organization and user experience.
- ☐ Regularly audit your header tags to ensure they remain relevant and aligned with the content they represent. Make updates as needed to reflect changes in your content or SEO strategy.



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10. Social Media Integration

- ☐ Add social media sharing buttons to your website's pages and blog posts. Ensure that they are easily accessible and prominently displayed to encourage users to share your content.
- ☐ Create engaging and shareable content on your website to increase the likelihood of social media shares. This could include informative blog posts, infographics, videos, or interactive content.
- ☐ Monitor and engage with your audience on social media platforms. Respond to comments, encourage discussions, and build a community around your content to foster organic sharing and interaction.

11. Bonus Tip – Regularly Update and Do Maintenance on Your Website

- ☐ Establish a regular website maintenance schedule that includes tasks like checking for broken links, updating content, and ensuring all plugins and software are up to date.
- ☐ Monitor your website's performance and user feedback continuously. Use tools like Google Analytics to track visitor behavior and identify areas that need improvement.
- ☐ Stay informed about the latest SEO trends and algorithm updates. Adapt your website and content strategy accordingly to maintain and improve your search engine rankings.

