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# SEO CHECKLIST



**SEO takes a lot of hard work and experience to get right – after all, if it were easy there would be no benefit to practicing it.**

**There's a lot to do, and sometimes not a lot of time to do it, so here's a checklist to help you make sure all your bases are covered.**

- 1.** Is your domain name short and/or memorable?
- 2.** Is your sitemap correctly configured?
- 3.** Is your site's functionality clear and easy to use?
- 4.** Have you avoided Java, Flash and other plug-ins which slow pages?
- 5.** Do all site pages load quickly?
- 6.** Does your home page clearly define what your brand does?
- 7.** Do any of your pages require the canonical tag?
- 8.** Have you carried out a PESTLE analysis?
- 9.** Have you personalised your 'not-found' pages for your users – offering related pages and is everything returning the right 404 code which is required to do so?
- 10.** Are you using the right redirect codes?

11. Have you ensured all your alt attributes and meta tags are in place and optimised?
12. Have you thoroughly tested site navigation to ensure all links are working correctly?
13. Is your site going to be responsive or reactive?
14. Is any content which needs to be, both mobile and tablet friendly?
15. Is your content Substantial, Unique, Relevant and Engaging and limited duplicate content?
16. Have you decided which keywords to target with content?
17. Are you writing for people not robots?
18. Have you started building relationships with relevant publishers?
19. Have you ensured no content is blocked by robot.txt?
20. Have you ensured the link profile is natural and non-manipulative?

**Gotten this far and still having trouble?**

We have plenty more [resources](#) to help guide you through your SEO journey and, if you need it, you can always speak to us [directly](#).



**EXPERTS IN SEARCH. SIMPLE.**