



# WEBSITE SEO CHECKLIST

SEO (Search Engine Optimization) is a powerful tool that can attract new visitors to your website. It does this by making sure your website appears in search results without any cost. Use Propel's SEO Checklist for your website to help increase your chance of appearing in search results.\*

- KEYWORDS are the backbone of your SEO and the most important aspect. Research what long-tail keywords and variations will help your website rank, and add to a spreadsheet.
- Fill out SEO Titles and Descriptions for each page of your website utilizing variations of your keywords.
- Include an "alt text" description and a descriptive file name for every image on your website.
- Create an account on <https://search.google.com>, then register and index your website on Google and Bing Webmaster
- Add a sitemap to your Search Console account
- Create an account on <https://analytics.google.com>, then connect your analytics account to your website for enhanced user tracking
- Sign up on <https://business.google.com>, locate your business on the map, verify ownership, and update your business information.
- BACKLINKS are another crucial component of SEO. Try to have as many websites as possible link back to your website.

If you do not have time to DIY your website or SEO set-up, contact Propel Web Designs for a free quote.

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OR Scan the QR Code:



\*There is no guarantee that this checklist will help you secure a top SEO position. SEO rank factors are constantly evolving.