



SEO checklist for your business website

Understanding SEO and implementing it well can be vital to the digital success of your business.

Check your SEO optimisation using our list of key areas of SEO you should optimise for your website:

Optimised **What to check**

Title tag

- <title> in HTML
- Displays in SERP
- Should include business name and relevant keywords
- Between 30 and 60 characters in length

Description tag

- <description> in HTML
- Displays in SERP
- Should include a description of your website, relevant keywords and a call to action
- Between 50 and 160 characters in length



H1 tag

- `<h1>` in HTML
- Displays on web page
- Should include keywords and introduce the main focus of your site

Image alt tags

- `<img_alt>` in HTML
- Display when images are loading or when users hover over an image with their mouse
- Should describe the image and include keywords and business name where possible
- Image file names should also follow this convention

XML sitemap

- Uploaded when site is launched
- Should be updated whenever new pages are added to your site-

Canonical tags

- Should be included for any pages that have duplicate or similar content on other pages of your site



Structured data

- Displays in SERP
- Uses common schema to classify content on your website

Links

- Focus on building internal links between pages on your website
- For text, work according to a ratio of about 1 link for every 400 words
- Use relevant anchor text aligned to your keyword strategy for internal links

Keyword strategy and content optimisation

- This should be implemented and updated on an ongoing basis
- Keywords should be included naturally in content without sacrificing readability or utility of your website
- Focus on a maximum of 4 to 5 keywords per page
- Target keywords should appear in content about 5 times per page



Local SEO

- Add listing information to services such as Google maps and business directories
- Include information such as location, contact information, operating hours and area of operation

Site speed and ease of use

- Avoid large image files that will slow your load time down
- Ideal page load time is around 10 seconds
- Website should be responsive and mobile-friendly

Tracking and analytics

- Ensure your site is tagged for Google Search Console
- Use Search Console to index your website whenever new pages are added

Whether you're taking a business online or launching a brand-new business venture, our guides for new business owners will help you start strong and keep your business growing.

[Learn more about Understanding SEO and your website with BizConnect.](#)