

SEO checklist

Keyword research

- Identify relevant keywords and phrases
- Competitor keyword analysis
- Analyze search volume and competition density of keywords
- Prioritize keywords based on relevance and traffic
- Set up keyword mapping

Technical SEO

- Ensure indexability
- Integrate 404 pages
- Redirect broken links
- For relaunch: redirect old pages beforehand
- Optimize loading speed
- Set up robots.txt
- Create Sitemap.xml
- Set up https (certificate)

Link-Building

- Backlinks from trustworthy and relevant sources
- Internal and outgoing links
- Delete toxic links

Analysis and monitoring

- Traffic and behavior of visitors
- Analyze keyword and page performance for possible optimizations
- Track search rankings and visibility trends

On-page optimization

- Keywords in title tag, keyphrase, meta description, headings (H1, H2, etc.), page content
- Main keyword in URL
- Responsive design
- Naming images correctly (file name, ALT tags)
- Avoid duplicated content
- Correct language assignment

Content optimization

- Relevant content with added value for the target group
- Sufficient text length
- Regular updating of the content
- Different media formats such as text, image, video and graphics

User guidance

- User-friendly navigation and clear user guidance
- Click depth maximum three levels
- Attractive design
- User guidance also for mobile devices

Local SEO

- Google My Business-Profil
- Local backlinks and mentions from relevant sources
- Local Keywords



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