

Creator's SEO Checklist



Keywords

Pick the most relevant keywords for your website, customers, products, and services.



Engaging content

Create content for users, not just for SEO purposes. Create content customers want to engage with, such as quizzes, look books, educational ebooks, etc.



Great copy

Lots of copy makes your website crawlable to search engines but make it enjoyable for people to read.



Landing pages

Post new content on your site regularly so that search engines know that you are still relevant.



Page titles & meta descriptions

Use keywords and your page titles and meta descriptions to tell people what content to expect on the page.



Heading tags

Use keywords strategically in heading tags to rank higher in relevant search terms.



Alt tags and descriptions

Add alt tags and descriptions to images so that search engines and visually impaired users know what they are.



Anchor text

So that search engines can determine what page you are linking to use descriptive anchor text when hyperlinking.