

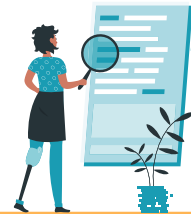
Get your site Google ready

Follow this checklist one by one and you'll be on the road to SEO success. Whether you're going live with a new website or improving an existing one, this checklist has got your back!



Crawlability and Indexability

- ✓ Create a robots.txt file for your site
- ✓ Test your robots.txt to make sure it can be crawled properly
- ✓ Fix any broken links
- ✓ Check that your webpages aren't more than three clicks deep
- ✓ Make sure you have google-friendly redirects set up if you have any
- ✓ Use canonical tags where appropriate
- ✓ Submit your site to Google Search Console



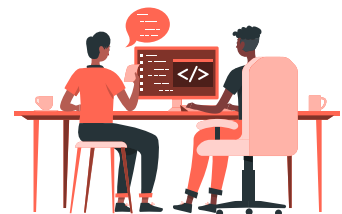
On-Page SEO

- ✓ Optimise your title tags and H1 tags
- ✓ Consolidate duplicate content where you can
- ✓ Add more valuable text content to pages with a high HTML-text ratio
- ✓ Check if Google is rewriting any of your important meta titles or descriptions on the SERP
- ✓ Add relevant alt text to images where necessary (and remove it where it's not)



Technical SEO

- ✓ Remove unnecessary code
- ✓ Minify heavy code to help page speed
- ✓ Compress your images
- ✓ Implement AMP to make your site mobile-friendly
- ✓ Monitor your Core Web Vitals



International SEO

- ✓ Add rel="alternative" and the appropriate hreflang tags if you have a multilingual site
- ✓ Declare character encoding
- ✓ Decide if you want to include a language selector on your website
- ✓ Confirm that your language & country codes are configured correctly

