



key tips to



# MAKING YOUR WEBSITE SEEN BY SEARCH ENGINES

## A FRIENDLY SEO CHECKLIST

Use this simple checklist to make sure your website is optimized for search engines and ready to *shine* online! ✨

1

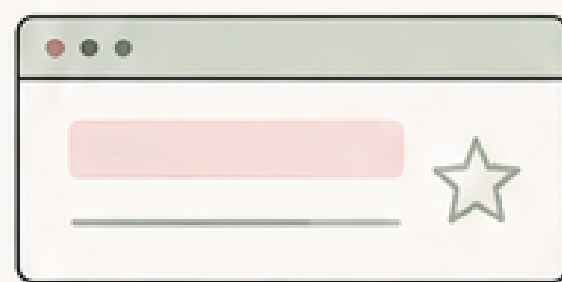
### KEYWORD RESEARCH



- ☐ Know what your audience is searching for.
- ☐ Use relevant keywords in your content, headings, and URLs.
- ☐ Focus on long-tail keywords (less competition, more targeted!).

2

### META TITLE



- ☐ Keep it under 60 characters.
- ☐ Include your main keyword near the beginning.
- ☐ Make it compelling – it's the first thing people see in search results!

3

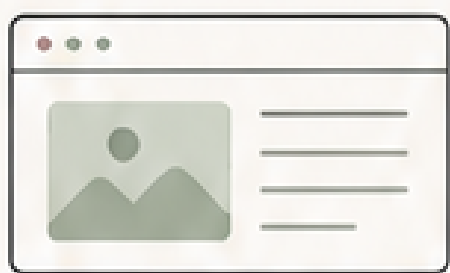
### META DESCRIPTION



- ☐ Keep it between 150–160 characters.
- ☐ Summarize your page clearly and include your keyword.
- ☐ Make it enticing to increase click-through rates!

4

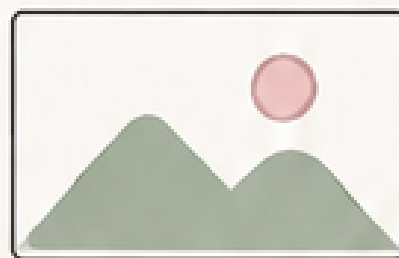
### ON-PAGE SEO



- ☐ Use clear H1 headings (one per page).
- ☐ Use H2/H3 for subheadings.
- ☐ Add keywords naturally in your content.
- ☐ Keep content valuable, relevant & easy to read.

5

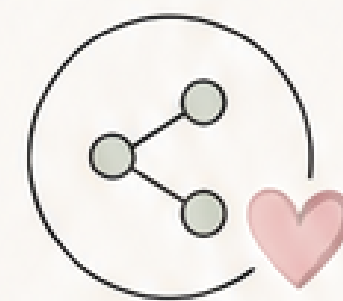
### IMAGES & ALT TEXT



- ☐ Use high-quality, relevant images.
- ☐ Rename image files (e.g., cozy-living-room.jpg).
- ☐ Add alt text that describes the image with keywords when appropriate.

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### SOCIAL SHARE OPTIMIZATION



- ☐ Set a custom Open Graph image for social sharing.
- ☐ Write a share-worthy title and description.
- ☐ Preview how your link looks on Facebook, Pinterest, and other platforms.

don't forget 

- ✓ MOBILE-FRIENDLY
- ✓ SITE SPEED
- ✓ INTERNAL LINKS
- ✓ CLEAN URLS
- ✓ SECURE SITE (HTTPS)
- ✓ SITEMAP & ROBOTS.TXT
- ✓ QUALITY CONTENT

- Make sure your site looks great on all devices.
- Optimize images and use a reliable hosting provider.
- Link to other pages on your site to help users & search engines.
- Keep URLs short, simple & include keywords if possible.
- SSL is a must! It builds trust with users and Google.
- Help search engines crawl and index your site properly.
- Create helpful, original content that solves your audience's problems.



SEO is a marathon, not a sprint. Stay consistent, keep creating value, and your website will get the visibility it deserves! You've got this! 💪 ✨

