



Ultimate



**SEO
checklist**

Designed by

BOWWE

Introduction

SEO (Search Engine Optimization) is the optimization of the website for search engines, which allows it to be positioned high in the search results. Effective SEO will enable you to get free traffic from search engines or organic traffic.

You can do many SEO activities yourself, which can be especially important for companies just starting their business and cannot afford expensive promotional campaigns.

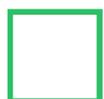
SEO activities include many aspects that are performed directly on the page (On-page SEO) and off-page (Off-page SEO), and also have more technical activities (Technical SEO) in which a developer can support you.

Because we pay great attention to the fact that each page created in the BOWWE creator (also the one made based on one of our templates) has excellent SEO that will help it achieve a high position in the search results - we have created an SEO checklist that contains the necessary optimization points for search engines.

It was created based on our many years of experience building websites and optimizing them to bring the best results. It is also an extension of the articles from the BOWWE Blog about SEO audit (<https://bowwe.com/en/blog/seo-audit-service-essential-knowledge> and <https://bowwe.com/en/blog/seo-audit-how-to-implement-it>).

On-page SEO

SEO activities performed on the website itself. It includes optimization of content for keywords, building internal linking, and more.



Add and update content regularly

There is no general rule on how often you should add new content to a website; however, it is vital to do this regularly. When updating your content, you should check its up-to-date status and add new and valuable threads.



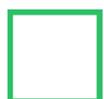
Optimize your content for keywords

Keywords are the main factor influencing the high positioning in search results. Add keywords to your content related to the topic of the page and relating to the needs of your recipients.



Include multimedia materials in your content

Users increasingly appreciate content that is enriched with elements such as graphics or videos. They make them more engaging and increase the chance of being included in featured snippets in Google searches.



Optimize your multimedia

When adding any multimedia materials to the website, you must remember to optimize them. Thanks to this, they will not burden the page and have a negative impact on its loading time. Also, take care of the correct file format, size, and name.



Make sure you complete the meta tags

Meta tags don't directly impact SEO, but they are its obligatory elements because the website will not be easy to position without them. Remember about the limits - meta title (max. 70 characters with spaces) or meta description (max. 160 characters with spaces).



Complete the ALT attributes

For each graphic complete its ALT attribute (image description), which directly affects the positioning of the content. In the case of some website builders, e.g., BOWWE, you can supplement it by going to the graphics settings.



Use headings H1, H2, H3, H4, H5, H6

H1, H2, H3 ... define the hierarchy of headings (the most important is H1). Using them will allow you to maintain a clear structure of the website, which will not only make it easier for users to read them but also for search engine robots.



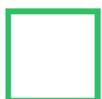
Use internal linking

Internal linking means sending users and search engine robots to other subpages on your website, thanks to which they find your content faster.



Fix all 404 errors

There should be no 404 errors on your website - that is, linking leading to a non-existent location. This type of error should be quickly eliminated as it can easily discourage the user from using the site.

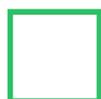


Fix duplicate content

Duplicate content means that particular text is duplicated within or outside your page. This issue affects positioning - it may reduce the visibility of your website. You can detect this error, for example, using Google Search Console.

Technical SEO

This type of SEO requires more knowledge about creating a website, e.g., interfering with its code. It mainly involves activities inside the website itself.



Use a simple HTML structure

There is a basic HTML page structure that should be followed when creating every page, e.g. `<head>`, `<body>`, `<h1>` etc. You can check your page structure by right-clicking anywhere on the page and selecting "Inspect" from the possible list of activities.



Adapt the website to mobile devices

In Q2 2018, smartphones had a 63% share in all visits to retail websites * - this means that you need to ensure that your website is adapted to desktops and mobile devices (in BOWWE, you create such a page automatically).



Create a sitemap and send it for indexation

Creating a sitemap (in BOWWE, it is created automatically after the site is published) and sending it for indexation via, for example, Google Search Console will make it appear in search results faster.



Create a robots.txt file

The robots.txt file tells search engine robots what they should and shouldn't do on a given page, i.e., which pages they shouldn't crawl. You can even create such a file in an ordinary text document.



Add Open Graph tags

Open Graph tags are responsible for presenting your content on social media. You can add this tag in the "`<head>`" part of your page code.

*Source: <https://www.sweor.com/firstimpressions>



Add schema.org tags to your content

Schema.org tags are used to tag many different data (company logo, the article image, product rating, etc.). Thanks to them, the search results are enriched with the information mentioned above.



Make the site available for crawl and indexation

If your website blocks search engine robots, it will not be able to be indexed, which will make it very difficult to position it in the search results. Therefore, make sure that search engine robots have free access to it.



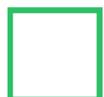
Add nofollow tags to external links

Each page contains subpages that, for example, are not worth showing in search results. In such cases, a no-follow tag should be used, which will tell search engine robots not to take the subpages into account when crawling.



Connect the website to your analytical tools

Analytical tools provide access to extremely valuable data about the state of the website and its users. Tools such as [Google Analytics](#) or [Google Search Console](#) will allow you to control whether your SEO activities bring the intended results on an ongoing basis.



Increase website speed

About 50 milliseconds (or 0.05 seconds) is enough for the user to form an opinion about your website and decide whether it is worth staying longer.* Make as many improvements on the website as possible to make it load efficiently and quickly.

*Source: <https://www.sweor.com/firstimpressions>

Off-page SEO

SEO activities that are performed outside the website, such as getting backlinks or promoting the website on social media.



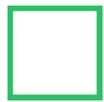
Obtain links to your website

The more pages with high authority that link to your site, the strength of its domain (Domain Rating) will grow and will be considered not only by search engine robots but also by users themselves as a valuable source of information.



Increase the mention of your website on the web

Mentions about your website, as well as backlinks to it, strengthen its position on the web. A tool such as [Brand24](#) will help you keep track of such mentions and react to them.



Publish content as guest posting

Visiting your content on other websites will allow you to reach new recipients, gain a backlink to your website or build your image as an expert in a specific field.



Publish your content on other platforms

On platforms such as [Medium](#), [Vocal](#), or [Hacker Noon](#), you can publish your content entirely or only in excerpts. The most important thing is to link back to your website and connect with new audiences.



Promote your content

Promote your content by using different promotion channels (social media, podcasts, newsletters, etc.) depending on what works best for your industry and your content type.

Summary

The above checklist includes essential SEO activities that are crucial for the correct positioning of your website in search results. Thanks to them, it will be easier for you to bring your website to the top of the SERP (search results) and provide the best user experience using it.

If you want to learn more about SEO activities, visit the BOWWE blog (<https://bowwe.com/en/blog>) or contact us (<https://bowwe.com/en/contact-us>)!

Here you will find more resources to help you bring effective SEO to your website and make it pull massive organic traffic:

Audit SEO In a Few Steps! [Free and Paid Tools]
(<https://bowwe.com/en/blog/seo-audit-service-essential-knowledge>)

Audit SEO - How To Fix All SEO Mistakes?
(<https://bowwe.com/en/blog/seo-audit-how-to-implement-it>)

Top 10 Best SEO Tools For Growing Your Online Presence!
(<https://bowwe.com/en/blog/best-enterprise-seo-tools>)

BOWWE

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**Do you have questions or would you
like to share your knowledge with us?**

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Source:

<https://bowwe.com/en/blog/seo-audit-service-essential-knowledge>

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Check also:

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About BOWWE:

BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

Grow your business with rocket SEO, key integrations, powerful apps, and data-driven support. Design, implement, optimize and become a web-ruler!

Website:

<https://bowwe.com>

Blog:

<https://bowwe.com/en/blog>

Facebook:

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