

SEO Checklist

kareemaryder.com

&

NorthcoastBuyersAgent.com

Step 1

On page Website SEO

On-page refers to everything that people can see when they view your website. It also refers to what they search for and what is shown to them when they click on the link to your website.

Identify Your Keywords

Start by brainstorming a big list of possible keywords and keyword phrases that relate to your brand, content and target audience. Think industry terms, products, problems, and questions your audience might be thinking or searching.

- **Focus on long-tail keywords:** These tend to have less competition and higher conversion rates.
- **Identify primary and secondary keywords**
- Don't forget to use **local keywords** e.g. "real estate agent in [city]"

Tools that may be useful include:

- [Google Keyword Planner](#)
- [Ahrefs](#)
- [SEMrush](#)
- [Keyword Sheeter](#)
- [Keyword Shitter](#)

Review Your Keywords

Now you need to assess the search volumes for these keywords (how many people are searching) and the competition (which other sites are going after them).

- Tools that may be useful:
- [Keyword Finder](#) for some quick ideas and use their 10-day free trial
- [Moz](#) - free

Focus Your Keywords

Decide on your focus keyword for each page, post or product in your site and draw up a list of similar phrases, or synonyms.

Write Your Title Tag

Your title tag will show as the top link in the Search Engine Results.

A few tips to remember:

- Use your focus phrase at the start of your title tag and it must be no longer than 60 characters (including spaces)
- Ensure your title tag is unique

Write Your Meta Description

Your meta description shows up under your clickable title tag in the search engine results.

- Use different copy here to your title tag
- Ensure your meta description is around 150 characters including spaces

Google changes the length of this all the time so keep is lower rather than higher to ensure that the main body of your description is shown.

This meta description may be the ONLY copy a person ever reads about your business – a two-line sales ad. It must be relevant to the reader not to you.

northcoastbuyersagent.com ▾

Home - North Coast Buyers Agent

A **buyers agent** can save a great deal of time as they easily match your needs to what is available (on and off the hundreds of listings). Save Money One of the services of a **buyers agent** is to...

About - North Coast Buyers...

North Coast Buyers Agent was founded with the vision of...

1. Full Service (End-to-End ...

Mid North Coast NSW. Coffs Harbour to Port Macquarie and all...

northcoastbuyersagent.com ▾ full-service-package ▾

1. Full Service (End-to-End Purchase Assistance) - North Coast...

Sep 12, 2024 · Mid North Coast NSW. Coffs Harbour to Port Macquarie and all areas in-between. Residential | Farms | Apartments | Holiday Home | Commercial Listings

northcoastbuyersagent.com ▾ about ▾

About - North Coast Buyers Agent

North Coast Buyers Agent was founded with the vision of providing expert guidance and personalized service to individuals seeking property in the thriving Mid North Coast and SEQ...

buyeragentfinder.com.au ▾ agency ▾ north-coast-buyers-agent ▾

North Coast Buyers Agent Buyers Agency | BuyerAgentFinder

Find your dream home with **North Coast Buyers Agent** expert team. Dedicated service, best interests, research, negotiation, and paperwork handled

northernnswbuyersagent.com ▾ properties-coffs-harbour ▾

Properties Coffs Harbour - North Coast Buyers Agent

I'm here to help you Find Your Perfect Property in the Coffs Harbour area I'm Here To Help You Apartment/Flat/ [..]

northcoastbuyersagent.com ▾ properties-bellingen ▾

Properties Bellingen - North Coast Buyers Agent

Mid North Coast. Coffs Harbour; Bellingen; Nambucca Valley; South West Rocks; Port Macquarie; Off The Plan – SEQ; About; R/E Marketing. Real Estate Marketing; **Buyer's Agent** Marketing; FAQ's;...

www.happybuyersagency.com ▾

Happy Buyer's Agency a Real Estate Agency for Port Macquarie...

Contact us at Happy **Buyer's** Agency to search, find, and negotiate on your behalf for your dream property in Port Macquarie, NSW, Australia. Our dedicated **Buyer's Agents** are experts in the local...

northcoastbuyersagent.com ▾ properties-port-macquarie ▾

Properties Port Macquarie - North Coast Buyers Agent

Mid North Coast. Coffs Harbour; Bellingen; Nambucca Valley; South West Rocks; Port Macquarie; Off The Plan – SEQ; About; R/E Marketing. Real Estate Marketing; **Buyer's Agent** Marketing; FAQ's;...

Include your focus keyword in your URL

Most Content Management Systems will do this by default but it's worth checking however you need to double check. Try to keep your URL less than 15 characters.

Include your focus phrase in your H1 tag

This is usually the title of your page depending on which Content Management System you use. A **H1 tag** is an HTML element used to define the main heading of a webpage. It is the most important heading tag in terms of SEO and structure because it helps search engines and users understand the primary topic of that page

Use of H tags

Use one H1 tag per page and incorporate secondary keywords in H2 and H3 tags.

Include your focus phrase in your image file name

All images used in your site should be appropriately named in a descriptive way so that the search engines list them effectively.

(For example: homes-coffs-houses.jpg) Separate the words with hyphens rather than underscores

Don't repeat your focus keyword phrase in all the image file names

Focuskeyword1.jpg, focuskeyword2.jpg, instead, try to use your synonyms. Same goes for Alt tags, try to mix them up.

Include your focus phrase in your image alt tag

The image alt tag helps those with screen readers understand what the image is about, it may also help Google.

- Use the same name as you image file name
- Separate the words with spaces (no hyphens or underscores)

Content Optimisation

Write high-quality, informative content with keywords integrated. Aim for 1-2% keyword density.

Step 2

Technical SEO Basics

There's a lot to mastering technical SEO but there is a fair bit that business owners can DIY.

- **Mobile-friendliness:** Ensure your site is responsive and performs well on mobile devices. Use Google's **Mobile-Friendly Test** tool. Google bases its search results on how well a site displays on mobile.
- **Site speed:** Use tools like [Google PageSpeed Insights](#) or [GTmetrix](#) to test your site speed. Aim to keep load time under 3 seconds. It's important that your site loads quickly, both for Google and for humans.
- **SSL certificate:** Ensure your site has an SSL certificate (HTTPS) for security and ranking boosts.
- **XML sitemap:** Submit an XML sitemap to Google Search Console to help with indexing. Your XML sitemaps helps Google crawl your website and keep track of all your posts, products and pages. There's no need to update your xml sitemap, once it's created it will automatically add all the new content you create.
- **Robots.txt file:** Check that your robots.txt file is properly configured to guide search engine crawlers. Your Robots.txt file tells Google and other bots, what they can and cannot crawl on your website. Most content Management Systems automatically create this for you. If you're using WordPress I use and recommend installing the free Yoast SEO plugin.
- **Popups:** Do not set popups to display and cover the site immediately. Google will penalise for this.

Review your images

Large images can be a problem for a lot of websites, slowing down the site and ruining the user experience. With over 70% of people looking at website on mobile devices it is important that images don't overwhelm the site.

- Check the dimensions of your images, are they overly large?
- Check the file size of your images

Ensure your site is mobile friendly

Google is more interested in looking at how websites display on mobile than on desktop so your site **MUST** be optimised for mobile.

- Does your site load quickly on mobile?
- Is the phone number able to be clicked to call?
- How well do the menus display? This is often problematic on mobile sites. Some platforms such as Wix do not allow for mobile optimisation of mobile menus.
- Is your content displaying well on mobile?
- Ensure your branding and messaging are easy to understand and flows in a way to take the reader through a natural journey
- Ensure all buttons are easy to click and have hover colours.

Use [Google's Mobile Friendly Test](#) to see if your site is mobile friendly

Step 3

Connecting Google (Analytics and Monitoring)

SEO means Google and Google means SEO.
Having the right google setup will enhance SEO results.

Set up Google Analytics on your website

Google Analytics will help you understand who is coming to your website, where they are coming from and what they're doing while browsing. It allows you to understand their journey while on your site. It will provide valuable metrics insights track to understand performance.

You can follow [Google's own guide here](#).

Setup Google Search Console

This is Google's tool that will inform you about your site's technical issues, current ranking, indexing issues, broken links, penalties and much more. It is free to use.

You can follow [Google's own guide here](#).

Fix broken links

Use tools like [Screaming Frog](#) or [Ahrefs](#) to find and fix broken links on your site.

Setup Google My Business

Google My Business is a free advertising space on Google. List your business, opening hours, services, products and get all important reviews.

Sign up [to Google My Business here](#)

Optimize your **Google My Business** listing with correct NAP (name, address, phone number) details, and get reviews. Add posts and images to GMB regularly.

Ensure your details across all online assets are consistent, including your emails, logos and links.

Step 4

User Experience (UX) and Content SEO

User Experience (UX)

- **Clean site architecture:** Ensure that your site is easy to navigate, with logical categories and internal linking.
- **Low bounce rate:** Improve user engagement with high-quality content and a user-friendly design. Give them links that take them on their journey through your site.
- **Call to action (CTA):** Ensure clear CTAs are present on all important pages, guiding users through your site. These CTAs need to be identical, so they are perceived as asking for the same action.

Content SEO

- **Regularly update content:** Search engines reward fresh, relevant content. Update older posts and add new content regularly. Blogs are a great way to refresh your site. Blogs will show up on a Google search
- **Content length:** Aim for 1,000+ words for in-depth articles that provide value. YOAIST SEO plugin will show you if your content length is correct.
- **Rich snippets:** Use structured data (schema markup) to enhance search results with additional information like reviews, ratings, or event details.
- **Use multimedia:** Videos, infographics, and images can make your content more engaging and shareable.
- **Social media promotion:** Share your content on social platforms to drive traffic and earn links.
- **Backlink building:** Earn quality backlinks from authoritative sites through guest posts, partnerships, or outreach campaigns.

northcoastbuyersagent.com › [what-is-a-buyers-agent-and-why](#) ▾

[What is a Buyers Agent and why should you use one?](#)

Apr 14, 2024 · A **buyer's agent** is a real estate professional who represents the interests of homebuyers during the process of purchasing a [...]

Step 5

Competitor Analysis

Competitor Analysis

- **Analyse competitors:** Use tools like Ahrefs, SEMrush, or Moz to analyse competitors' keywords, backlinks, and strategies.
- **Identify gaps:** Find keywords or content areas your competitors are missing and target them.
- View your competitor's content from the point of view of a potential client for inspiration about what to do or not do in your marketing. In particular look at their content on mobile devices.

Step 6

Ongoing Maintenance

SEO is not a set and forget process. It requires regular maintenance to stay optimal. Techniques change and Google loves to “tweak” their algorithm settings to keep ahead of us.

- **Regular audits:** Perform regular SEO audits to identify issues like duplicate content, slow pages, or outdated keywords.
- **Stay updated:** SEO best practices evolve with algorithm changes, so stay informed through blogs and SEO news sources.