

# Simple SEO Checklist



## Behind the scenes

- Understand your keyword phrases
- Title tag contains keywords
- Persuasive description tag is compelling to click
- URL's (the web page addresses) contain keywords
- Read [www.rocketspark.com/ebook](http://www.rocketspark.com/ebook)

## Basic website content

- Focus on a keyword theme per page
- Headings contain keywords
- Body text contains keywords
- Buttons and internal links contain keywords
- Clear call to action to convert

## Website Technology

- Mobile Responsive
- HTTPS
- Page load time
- Google My Business page

## The secret sauce

- Answer important questions in a blog
- Create landing pages for key phrases
- Encourage links to your site from relevant sites
- Test, learn and measure
- Don't give up - you can do it!