

Your Complete Checklist to Boost Your SEO



www.teenlife.com



SEO is an ongoing strategy you should be employing for your marketing efforts. While your work is never fully done because you'll need to adjust your strategy based on algorithm changes and emerging trends, putting in the effort upfront will start to yield results.

This checklist is a primer to help you make sure you're doing as much as you can to generate valuable traffic to your website. Here are 10 essential SEO elements to implement on your website.

- Optimize site speed:** compress images, minify your code, and enable browser caching
- Organize website architecture:** reduce the number of pages a user must navigate in order to find what they're looking for
- Research and implement trending keywords:** when choosing keywords, consider search volume, relevance, and what your competitors use
- Meta data:** check that all pages have relevant page titles, descriptions, and image alt text
- On-page optimization:** incorporating all the above elements in addition to other considerations like relevant links, responsive website design, and ease of reading the text
- Internal linking and backlinking:** internal links are relevant and lead users to where they are intended to go, while backlinks go to reputable websites
- Content planning:** static websites do not rank as well as ones that regularly update; plan to add valuable content at least monthly (e.g. blog)
- Sitemap submission:** submit this to Google using Google Search Console
- Analytics and insights:** set up SEO monitoring
- Directory listings:** get your website listed within relevant directories, like TeenLife

TeenLife

www.teenlife.com

Need a personalized marketing strategy?

Do you feel like your website or current marketing efforts aren't working? We're here to help you reach your target audience of motivated teens and their parents. Reach out to us today for a free consultation.

[Contact Us](#)

Attract[®]

Created with Growth Tools in Partnership with Leadpages