



SEO checklist

SEO (Search Engine Optimization) is essential for making your website visible to those who are looking for your services. By optimising your site for search engines, you improve your chances of appearing in the top search results when potential clients search for relevant keywords. This visibility leads to more traffic, which should translate into more clients.

Quick actions you can do today:

- Conduct keyword research.**
Use [Moz Keyword Explorer](#) to identify relevant terms your potential clients are searching for. Naturally weave these keywords/phrases into content, headings and page descriptions.
- Complete SEO settings on each page.**
Make sure that every page on your site has its SEO settings completed. Add a relevant page title, URL slug and a brief description which includes relevant keywords that potential clients might search for.
- Add descriptive alt text to images.**
Include descriptive alt text for all images, focusing on relevancy and keywords. This improves accessibility and helps search engines understand your content.
- Update your content regularly.**
Add new, high-quality content to your site regularly, such as blog posts and testimonials. Focus on content that answers your clients' questions and addresses their needs.

