



SEO Basic Checklist

If your organization posts content to your website and social media channels, it's important to work towards getting your copy recognized by search engines.

Google wasn't the first search engine, but it is the most powerful and popular one today. If you're just getting started with SEO, look no further than Google.

Unlock the power of Google:

Set up your [Google Console](#): a free and powerful SEO tool.

Set up [Google Analytics](#).

Use Google suggestions to find popular key words and discover long keywords.

Find solid keywords in the Google keyword planner.

Google puts more weight on the first 100-150 words of your page, so place your keyword at least once here.

Find crawl errors in the Google Search Console's "Coverage" report.

Use the Google Search Console's "Inspect URL" feature.

Fact check with [Google Scholar](#) which verifies information through scholarly journals, textbook publishing companies, etc.

Other helpful tips to improve SEO statistics:

- Include your keyword in your URL.
- Keep your URLs as short as possible – this strategy ranks higher in Google searches.
- Put your keyword in the front of your title tag whenever possible.
- Make sure to backlink to 5-8 authority sites in a blog post.
- Whenever you publish a new piece of content, link to 2-5 other pages on your site.
- Make sure your website can be properly viewed on mobile devices, or it's not going to rank very well.
- Fix broken links. Try this tool: [DrLinkCheck.com](#)
- Your website should open in three seconds or less.
- Optimize images for SEO by creating an image description.
- Fill in the meta descriptions on the back end of your website.
- Find and fix orphaned pages. Make sure you're using HTTPS.

SEO trends continually change, so keep up to date with the latest information.

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