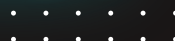




# SEO CHECKLIST



Have you ever wondered why some websites show up first in search results while others get lost in the crowd? That's where SEO—making your website more visible online—comes in. To help you get started, we've created this easy-to-follow DIY SEO checklist.

Let's Get Started!



[cookiesandcache.com.au](https://cookiesandcache.com.au)

# DIY SEO CHECKLIST: STEP-BY-STEP GUIDE

## 1. Set Clear Goals

- Think about what you want to achieve online. Do you want more visitors? More sales? More people calling or emailing you?
- Know your audience. Who are they, and what are they looking for when they search online?

## 2. Find the Right Words

- Imagine what your customers might type into Google to find you. Those are your keywords.
- Use free tools like Google's Keyword Planner or simply brainstorm terms and phrases you think your audience uses.
- Mix common terms with specific phrases that describe what you do (e.g., "family lawyer in Brisbane" instead of just "lawyer").

## 3. Tidy Up Your Website's Content

- Page Titles: Make sure each page has a clear title that describes what it's about (and includes those important keywords).
- Descriptions: Write a short, catchy description for each page that tells people why they should click.
- Headings and Sections: Organise your pages with clear headings so visitors (and Google) can easily find information.
- Content: Ensure your text is easy to read and useful to your audience. Write naturally—don't overuse your keywords.

## 4. Make Sure Your Site Works Well

- Check how quickly your website loads—people won't wait around for slow pages.
- Look at your site on a phone. Does it look good? Is everything easy to click and read? It needs to be!
- Fix broken links or pages that don't work—Google doesn't like these.



## 5. Get People to Link to You

- Ask partners, suppliers, or local organisations to link to your website.
- Share your website on your social media accounts to encourage others to visit and share it too.

*Be cautious of “quick fixes” like buying links—they can do more harm than good.*

## 6. Be Seen Locally

- Make sure your business is listed on Google (search for “Google My Business” to get started).
- Add your contact details and opening hours to your site and keep them consistent across the web.
- Ask happy customers to leave reviews online—they build trust and help you rank higher.

## 7. Track Your Progress

- Keep an eye on your site’s traffic. Are more people visiting? Where are they coming from?
- Search for your business online. Are you showing up where you want to? If not, tweak things and keep going.

## 8. Keep Improving

SEO isn’t something you do once and forget. Keep updating your site with new content, making small improvements, and adjusting to what works.

