

Resource template:

Website SEO launch



Website functionality & usability

Domain and hosting

- ☐ Choose a reliable hosting provider with good uptime
- ☐ Select a domain name that is relevant, memorable, and easy to spell

Website structure

- ☐ Create a clear and logical site architecture
- ☐ Use a simple and organised URL structure

User Experience (UX)

- ☐ Ensure easy navigation with a clear menu structure
- ☐ Optimise for mobile users with a responsive design
- ☐ Improve readability with appropriate font size and contrast

Crawling and indexing

- ☐ Create a robots.txt file to guide search engine crawlers
- ☐ Generate and submit an XML sitemap to search engines
- ☐ Ensure important pages are not blocked by robots.txt or meta tags

Secure and accessible

- ☐ Implement HTTPS for a secure connection
- ☐ Ensure the website is accessible to all users, including those with disabilities

Multi-countries/regions

- ☐ Prepare different language versions of the website
- ☐ Use Hreflang for Language and Regional URLs



Website performance (loading speed)

Page speed

- ☐ Optimise images and use next-gen formats like WebP
- ☐ Minimise CSS and JavaScript files
- ☐ Use browser caching and a Content Delivery Network (CDN)

Image optimisation

- ☐ Use descriptive file names and alt text for images
- ☐ Compress images to reduce load time (refer to A-1. Page Speed)



Content Optimisation

On-page SEO

- ☐ Use unique and descriptive title tags for each page
- ☐ Write compelling meta descriptions for better click-through rates
- ☐ Use header tags (H1, H2, H3) to structure content

Content optimisation

- ☐ Conduct keyword research and integrate keywords naturally
- ☐ Ensure to provide valuable, relevant, and unique content
- ☐ Use internal linking to connect related content
- ☐ Avoid canonicalising blog pages to the root of the blog
- ☐ Integrate social media to maximise the visibility

Technical markup

- ☐ Implement structured data (schema markup) for rich snippets
- ☐ Use canonical tags to prevent duplicate content issues

Error handling

- ☐ Create custom 404 pages to enhance user experience
- ☐ Regularly check for broken links and fix them



Data tracking

Analytics and tracking

- ☐ Set up Google Analytics to track website performance
- ☐ Use Google Search Console to monitor indexing and search performance

Local SEO (if applicable)

- ☐ Create and optimise a Google My Business profile
- ☐ Include local keywords and contact information on the site



Regular audit

- ☐ Perform regular technical SEO audits to identify and fix issues
- ☐ Stay updated with SEO trends and algorithm changes