

# Initial SEO checklist

Before you hire any agency to help you with SEO. There are stuff you can do to save yourself money and time. Go through this list to see what needs work and what you can fix immediately.

1. Original Site audit check
  - a. There are a lot of free site audit checks out there on the web. [Semrush](#) is a very popular one. Go ahead and get yourself a free audit to see what can be improved immediately.
2. Can Google see the site?
  - a. Go to Google search and enter “Site:mydomainname.com”



3. Organic Traffic Check
  - a. If you already did a free audit check, it should provide you with how much volume your website gets on a monthly average.
4. Page Title Length
5. Meta Description Length
6. Redirect checks
  - a. 301
    - i. These are the majority of the codes you'll see throughout your research. 301 redirects are okay as long as there are only one redirect and no

redirect loop

b. 302

- i. These codes are okay, but if left longer than 3 months or so, I would manually change them to 301s so that they are permanent. This is an error code I'll see often with e-commerce sites when a product is out of stock

c. 400

- i. Users can't get to the page

d. 403

- i. Users are unauthorized to access the page

e. 404

- i. Page not found [Usually meaning the client deleted a page without a 301 redirect]

f. 500

- i. Internal server error that you'll need to connect with the web development team to determine the cause

7. Thin Content

- a. Make sure your website content is of optimal content length. Doesn't mean you need to add in fluff, just content your website audience will value.

8. Image Alt Text

- a. This one is a little more complex. If you already know what keywords you need to rank for, feel free to add the alt text to your website's images

9. Backlinks

- a. Back-linking is a powerful website ranking strategy. If you have connections to websites that have a strong authority, you can ask them to link to your site. But there are a couple of rules:
  - i. Make sure it's natural
  - ii. Make sure it's relevant
  - iii. Clean up low quality backlinks

iv. If you have backlinks from shady sites or spammy sites. You can contact them to kindly remove the backlink. If you have messaged them a few times and they still refuse to, you can use:

- Google Disavow

## 10. Sitemaps

a. This one can be done by yourself but note that it can be a little complicated.

i. How to submit a sitemap