shoot
FOR WEB DESIGN

SEO
Checklist
FOR NON-TECHIES

SEO CHECKLIST
for non-techies to quickly increase organic SEO

☐ **Claim your business on Google**
If you have not already, claim your business on Google. This tells Google that your business is real and will increase your search engine ranking.
https://support.google.com/business/answer/2911778

☐ **Create content with "search intent"**
When creating the content on your website weave in keywords and phrases that your potential clients are to search. Search engines scan your content to look for the most natural and relevant language. When you sprinkle keywords throughout your page without any context, the search engine will ignore the content.

☐ **Title Tags**
Title tags are the clickable headlines in search engines. Customize your titles to match your content and include keywords.

☐ **Customize Your Website Page and Social Media Descriptions**
This is the description that appears after the title in search engine results. Most search engines grab the first words that appear on your website or social media platform. Customize your pages and social media descriptions with keywords specific to the content on your page. Keep it short (50-60 characters) with descriptive keywords your ideals clients are using to search for your products and services.

☐ **Optimized Images**
Use low resolution .jpg and .png files that are crisp, clear and optimized at 72 dpi for fast and easy loading into a web browser.

☐ **Add "Alt Text" to your images**
Google recommends: "When choosing alt text, focus on creating useful, information-rich content that uses keywords appropriately and is in context of the content of the page. Avoid filling alt attributes with keywords (keyword stuffing) as it results in a negative user experience and may cause your site to be seen as spam."

QUICK CHECKLIST
for non-techies to quickly increase organic SEO

☐ **Backlinks**
Backing to your website are links on other websites that link back to your website and increase your SEO.

☐ **Internal links**
If your website contains multiple pages, internal links add depth to your content, increasing your SEO ranking.

☐ **Keywords in your URL links**
Use short URLS that include keywords while removing unnecessary words such as "the", "of", etc. For example: shootforwebdesign.com/website-tips

☐ **Consider long form content**
When create the content for your articles and posts with 3,000+ words, search engines prioritize this longer content.

☐ **A Custom Favicon**
A favicon is a small icon that serves as your website icon or shortcut. Customize your favicon into a simple, clear icon that stands out.

☐ **Video Transcription**
If you are using videos on your website or social media, transcribing the video allows the search engines to scan content and return relative content to its users.

☐ **Use pop-ups sparingly**
Not only can they be annoying, but starting in 2017 Google has been penalizing intrusive pop-ups in the search engine results.

Ready to learn how to create a website that will grow your business.?

We are Ling & Michelle,
your personal photographer, branding,
marketing and website design partners.

Helping entrepreneurs and small businesses learn
how to create website Photos, Branding & Content
that will grow your business.

shoot
FOR WEB DESIGN