

Web Design

SEO Checklist 2023

Rōnins

In the world of web design, creating a visually stunning and user-friendly website is only part of the equation. To ensure your website reaches its intended audience and garners organic traffic, search engine optimisation (SEO) plays a crucial role. By optimising your web design for search engines, you can increase your website's visibility, attract targeted visitors, and drive valuable organic traffic.

This comprehensive web design SEO checklist serves as a valuable resource to guide you through the essential steps and considerations for optimising your website. Whether you're a seasoned web designer or just starting out, this checklist will help you cover all the critical aspects of SEO in web design.

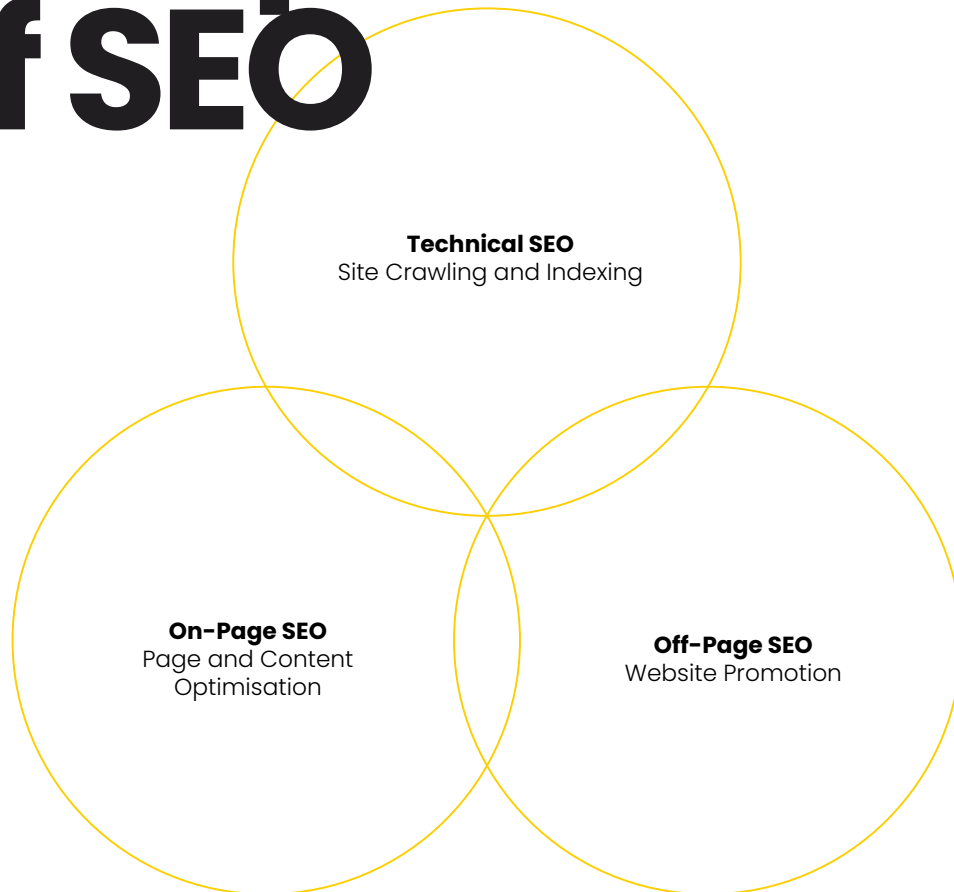
From keyword research and on-page optimisation to technical SEO and user experience, each item on this checklist is designed to enhance your website's search engine rankings and improve its overall visibility. By following these best practices, you can attract more relevant visitors, increase engagement, and ultimately drive conversions on your website.

Remember that search engine optimisation is an ongoing process, and it requires continuous monitoring and adaptation. Regularly revisiting and implementing the items on this checklist will help you stay ahead of the curve and ensure your website remains optimised for search engines.

So, without further ado, let's dive into the comprehensive web design SEO checklist and unlock the full potential of your website in search engine rankings!



The three components of SEO



Technical SEO

Your aim of technical SEO is to help search engines easily find, access, crawl, understand, and index your website. It's referred to as "technical" because it has nothing to do with the website's content or its promotion.

On-Page SEO

On-page SEO is about having valuable content that satisfies user intent. It's about structuring engaging content in a way that optimises how search engines perceive and rank individual pages. By optimising on-page elements, you improve your website's chances of ranking higher in search results, driving more organic traffic and improving the overall user experience.

Off-Page SEO

Off-page SEO is about techniques to promote your website and convince search engines that it deserves a higher ranking in search results than others. The aim is to get high-quality inbound links from related websites. Each link is seen as a vote of trust by search engine algorithms. Quality is key – it's about having the right type of links to push you up the rankings.

Keyword Research and Optimisation

- Conduct thorough keyword research using tools like Google Keyword Planner, SEMrush, or Moz.
- Identify relevant keywords and phrases with good search volume and low competition.
- Optimise website content, including headings, titles, meta descriptions, and URLs, with targeted keywords.
- Use keywords naturally throughout the content, ensuring readability and avoiding keyword stuffing.

On-Page SEO

- Optimise your page titles (meta titles) to be concise, descriptive, and keyword-rich (within 50-60 characters).
- Write compelling and unique meta descriptions (within 150-160 characters) that encourage click-throughs from search results.
- Utilise heading tags (H1, H2, etc.) to structure content logically and incorporate relevant keywords.
- Make sure that your target keyword is included in the opening paragraph of each page.
- Optimise image alt tags with descriptive text and relevant keywords.
- Ensure proper use of internal linking within the website's pages to improve navigation and crawlability.

Website Structure and Navigation:

- Plan and implement a clear website structure with logical hierarchies and intuitive navigation.
- Create an XML sitemap and submit it to search engines to help them crawl and index your website effectively.
- Use breadcrumb navigation to provide clear paths for users and search engines to navigate your website.

Page Load Speed Optimisation

- Optimise images by compressing them without sacrificing quality and use the appropriate image formats (WebP, JPEG, PNG, etc.).
- Minify CSS and JavaScript files to reduce file sizes and improve page load times.
- Enable browser caching to store static resources and reduce server requests.
- Utilise content delivery networks (CDNs) to improve the delivery speed of your website's assets.

Mobile-Friendly Design

- Design and develop responsive websites that adapt to different screen sizes and devices.
- Optimise images and ensure they are appropriately sized for mobile devices.
- Use responsive typography and ensure text is easily readable on small screens.
- Test your website's mobile-friendliness using tools like Google's Mobile-Friendly Test.

Technical SEO

- Optimise robots.txt file to control search engine crawling and indexing.
- Ensure proper implementation of canonical tags to avoid duplicate content issues.
- Set up and verify your website with Google Search Console and Bing Webmaster Tools.
- Implement structured data (schema markup) to provide search engines with additional information about your website's content.
- Check for broken links and fix them promptly.

User Experience and Engagement

- Create valuable and engaging content that satisfies user intent.
- Improve website usability, including clear navigation, easy-to-use forms, and intuitive user interfaces.
- Optimise for readability by using proper formatting, bullet points, and subheadings.
- Increase page views and time on site by linking related content and providing internal cross-linking.
- Encourage social sharing by integrating social media sharing buttons and optimising your content for social media platforms.

Monitoring and Analysis

- Set up website analytics using tools like Google Analytics or other web analytics platforms.
- Monitor organic search traffic, search rankings, and other key performance indicators (KPIs) regularly.
- Analyse user behaviour on your website, including bounce rate, time on page, and conversion rates.
- Conduct regular SEO audits to identify areas for improvement and track the impact of your optimisations.

The ink is never dry

Remember that SEO is an ongoing process, and it's essential to stay updated with the latest SEO best practices and algorithm changes. Regularly review and update your SEO efforts to maintain and improve your website's visibility in search engine results.