Beginner's SEO Success Checklist

Set your new website up for organic growth - one step at a time.

This printable checklist breaks down the must-do SEO steps to get your first website noticed by search engines and real people. No tech jargon, no fluff—just smart steps you can check off at your own pace.

More tips at angeljepsen.com/seo
Contact: angel@angeljepsen.com

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WEBSITE SETUP BASICS
- Secure your site with HTTPS (SSL certificate)
- Use a clean domain name
- Submit sitemap to Google Search Console
- Create a Google Analytics account
- Set up a Google Business Profile

INSTALL SEO TOOLS
- Add an SEO plugin (e.g., Yoast or RankMath)
- Set page titles and meta descriptions
- Use focus keyphrases
- Enable breadcrumbs
- Check readability with your plugin

KEYWORD RESEARCH
- Brainstorm topics your audience searches for
- Use Ubersuggest or AnswerThePublic
- Choose long-tail keywords
- Map keywords to specific pages

ON-PAGE OPTIMIZATION
- Add keywords to title, URL, and intro paragraph
- Use one H1 per page
- Break content into H2 and H3 sections
- Use alt text for images
- Internally link to other content
- Add a clear CTA

USER EXPERIENCE (UX) + SPEED
- Mobile responsive design
- Fast page load times
- Easy, consistent navigation
- No broken links or 404s

CONTENT CREATION
- Write helpful, original content
- Start a blog and update it often
- Use descriptive headings and visuals
- Avoid duplicate content

BUILD BACKLINKS
- Add your site to local directories
- Guest blog or collaborate
- Share content on social platforms
- Ask for links from clients or partners

TRACK AND IMPROVE
- Monitor traffic in Google Analytics
- Review keyword performance
- Use Google Search Console
- Adjust and improve regularly