

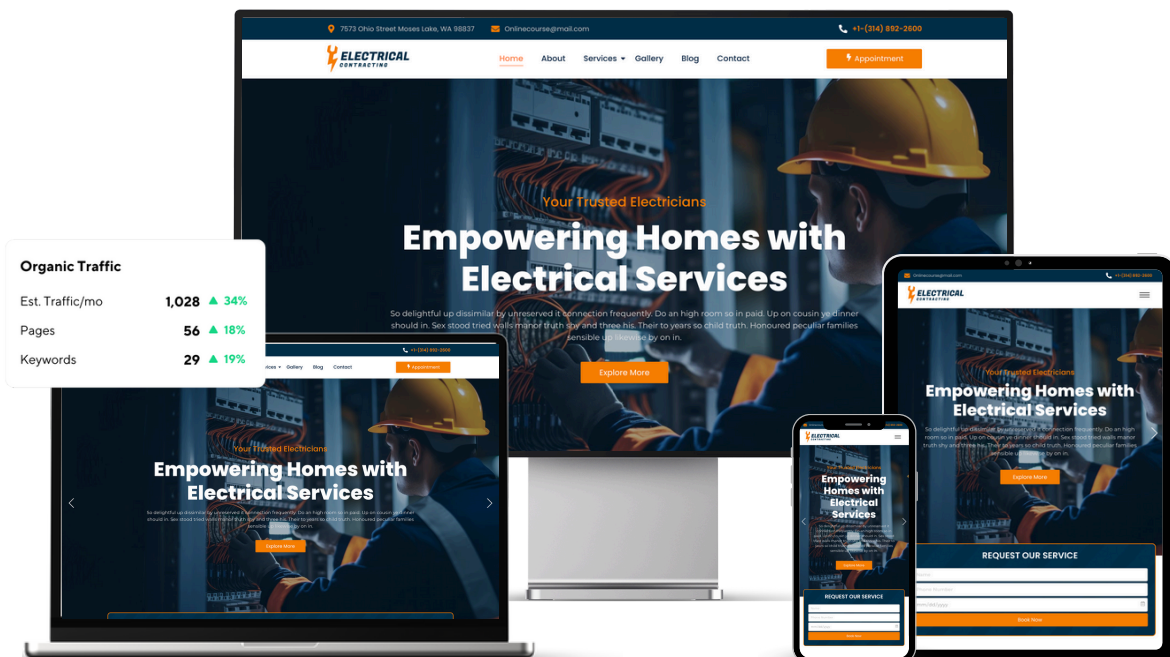


SEO Checklist + Top 20 FREE Tools

Struggling to get your website noticed? This guide simplifies search engine optimization, empowering you to drive traffic and grow your business.

**INCREASE RANKINGS
BY 25% OR MORE**

Your Ultimate DIY SEO Success Guide



Welcome to your comprehensive DIY SEO Essentials guide! If you're a business owner struggling to get your website seen organically, you're in the right place.

This guide will walk you through essential steps, tools, and strategies to **boost your online visibility** and **drive more traffic** to your site. Let's dive in!



SEO Checklist

- Define Your Goals
- Keyword Research
- On-Page SEO Optimization
- Technical SEO
- Content Creation
- Local SEO
- Link Building
- Monitor SEO Performance
- Continuous Improvement



Step 1:

Understand Your Goals

Before diving into the nitty-gritty of SEO, it's crucial to define what success looks like for you. Ask yourself:

- What do I want to achieve with my website?
- Am I looking for more traffic, leads, or sales?
- Who is my target audience?

Having clear goals will guide your SEO efforts and keep you focused.

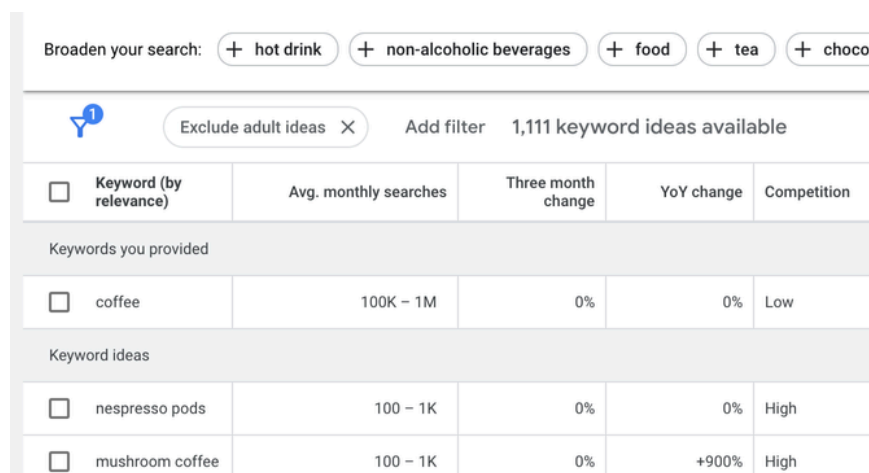
Goals:

Step 2:

Keyword Research

What is Keyword Research?

Keyword research is the process of identifying the terms and phrases people are searching for related to your business. It helps you understand what your audience wants and how to reach them.



Broaden your search: + hot drink + non-alcoholic beverages + food + tea + choco

Exclude adult ideas X Add filter 1,111 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
Keywords you provided				
<input type="checkbox"/> coffee	100K - 1M	0%	0%	Low
Keyword ideas				
<input type="checkbox"/> nespresso pods	100 - 1K	0%	0%	High
<input type="checkbox"/> mushroom coffee	100 - 1K	0%	+900%	High

Tools to Use:

- [Google Keyword Planner](#): Find relevant keywords and their search volumes.
- [Answer The Public](#): Generate keyword ideas based on common questions people ask.
- [Google Trends](#): Explore trending topics and see how keyword popularity changes over time.

Action Steps:

- Identify 10-20 primary keywords related to your business.
- Look for long-tail keywords (3+ words) that have lower competition.

Step 3:

Optimize Your Website

On-page SEO refers to the elements on your website that you can control. Here are the key areas to focus on:

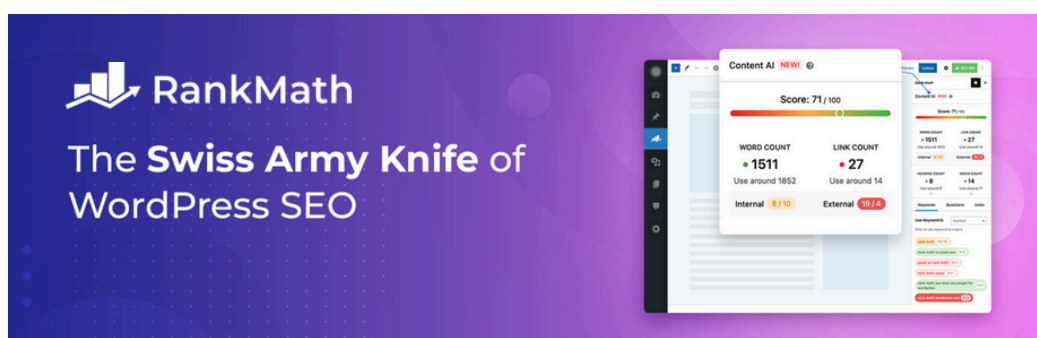
- Title Tags: Include your primary keyword in your title tag.
- Meta Descriptions: Write engaging meta descriptions that encourage clicks.
- Headers (H1, H2, H3): Use headers to organize your content and include keywords.
- Content Quality: Create valuable, informative content that answers user queries.
- Internal Linking: Link to other pages on your website to help visitors navigate.

Tools to Use:

- [RankMath](#): A great plugin that helps optimize your on-page SEO elements.
- [HigherVisibility's Google SERP Snippet Optimization Tool](#): Preview how your page will appear in search results.

Action Steps:

- Review each page on your website and optimize the elements mentioned above.
- Aim for at least 1,000 words of high-quality content per key page.



Step 4:

Technical SEO

Technical SEO ensures that search engines can crawl and index your website effectively. Here's what to focus on:

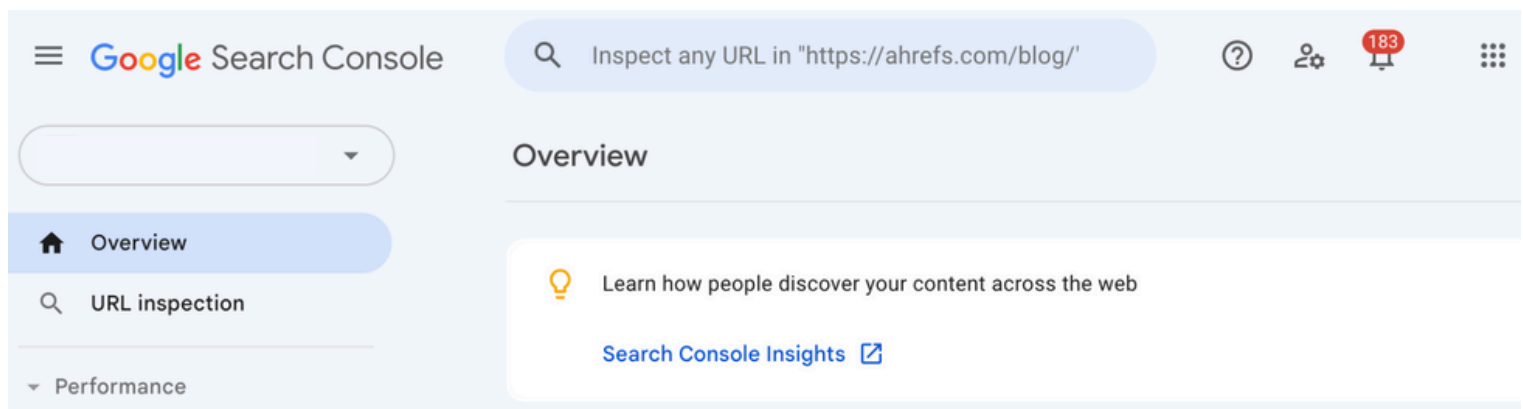
- **Site Speed:** Ensure your website loads quickly.
- **Mobile Optimization:** Make sure your site is mobile-friendly.
- **SSL Certificate:** Secure your site with HTTPS for better trust and rankings.

Tools to Use:

- [Google Search Console](#): Monitor your site's performance and fix indexing issues.
- [Pagespeed Insights](#): Analyze your site's speed and get recommendations for improvement.
- [Cloudflare CDN](#): Use this to speed up your site's loading time globally.

Action Steps:

- Run your website through PageSpeed Insights and implement the suggestions.
- Ensure your site is mobile-optimized and secure.



Step 5:

Create Quality Content

Producing valuable, relevant content is crucial for attracting visitors. Focus on:

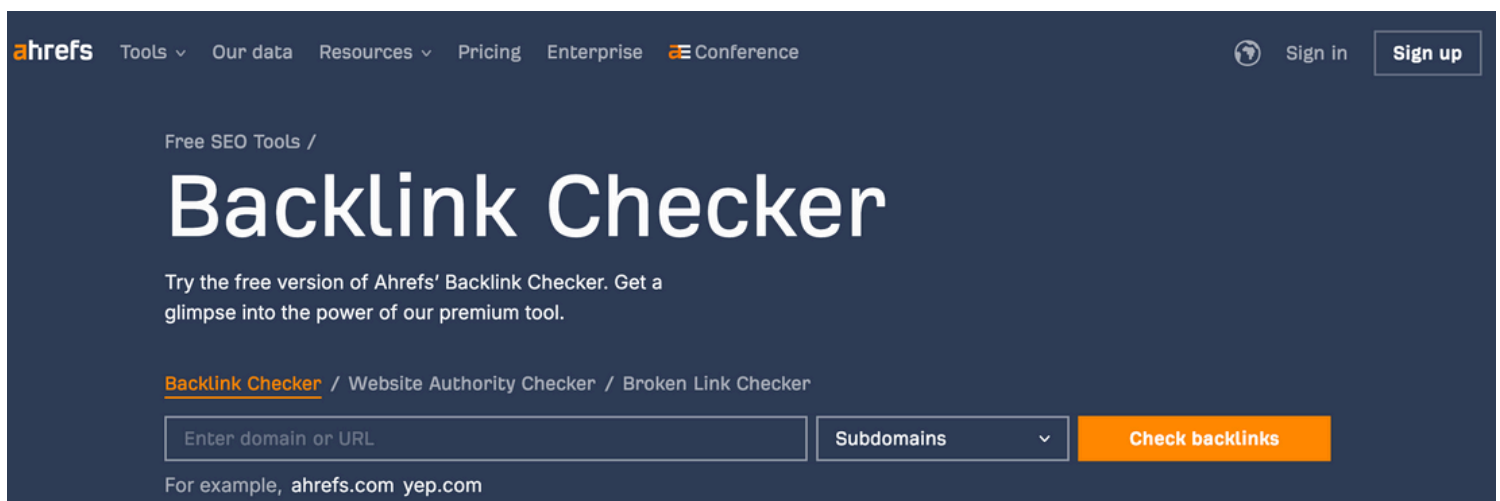
- **Blog Posts:** Regularly update your blog with informative articles.
- **How-to Guides:** Create in-depth guides related to your industry.
- **Visual Content:** Use images and videos to engage your audience.

Tools to Use:

- [ChatGPT](#): Brainstorm content ideas and draft articles.
- [Ahrefs Free Backlink Checker](#): Analyze competitor content and find link-building opportunities.

Action Steps:

- Publish new content weekly or bi-weekly.
- Use keywords naturally and avoid keyword stuffing.



The screenshot shows the Ahrefs website interface for the Backlink Checker tool. At the top, the Ahrefs logo is on the left, and navigation links for Tools, Our data, Resources, Pricing, Enterprise, and Conference are in the center. On the right, there are links for Sign in and Sign up. Below the navigation, the text 'Free SEO Tools /' is displayed. The main heading is 'Backlink Checker' in a large, white font. Below the heading, a sub-heading reads: 'Try the free version of Ahrefs' Backlink Checker. Get a glimpse into the power of our premium tool.' Underneath, there is a breadcrumb trail: 'Backlink Checker / Website Authority Checker / Broken Link Checker'. The interface features a search input field with the placeholder text 'Enter domain or URL' and a dropdown menu for 'Subdomains'. To the right of the search field is an orange button labeled 'Check backlinks'. At the bottom, there is a note: 'For example, ahrefs.com yep.com'.

Step 6:

Local SEO Optimization

If you have a local business, optimizing for local search is essential. Here's how to do it:

- [Google Business Profile Manager](#): Claim and optimize your Google Business Profile.
- Local Listings: Ensure your business is listed on relevant directories (Yelp, Yellow Pages, etc.).

Action Steps:

- Fill out your Google Business Profile completely and encourage customers to leave reviews.
- Add local keywords to your website content and meta tags.

Google Business Profile Sign in [Manage now](#)

[Overview](#) [Business Solutions](#) [Resources](#) [FAQs](#)

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.

[Manage now](#)

Khamsa
4.7 ★★★★★ (346)
North African Restaurant

OVERVIEW UPDATES ABOUT REVIEWS PHOTO

CALL DIRECTIONS SAVE WEBSITE

140 Acre Ln, London SW2 5UT, United Kingdom

Open · Closes 10PM

020 7733 3150

Step 7:

Link Building

Backlinks (links from other websites to yours) are crucial for improving your website's authority and ranking. Focus on:

- Guest Blogging: Write articles for other blogs in your industry.
- Partnerships: Collaborate with local businesses to cross-promote.

Tools to Use:

- [Ahrefs Free Backlink Checker](#): Monitor your backlink profile and identify opportunities.
- [Merkle's Schema Markup Generator](#): Use schema markup to enhance how your pages appear in search results.

Action Steps:

- Set a goal to acquire a specific number of backlinks each month.
- Reach out to websites and blogs for guest posting opportunities.

{ } Schema Markup Generator (JSON-LD)

Which Schema.org markup would you like to create? ▾

Use this [Schema.org](#) structured data generator to create JSON-LD markups, including all of the required item properties and more. Click on the Google icon to test your markup with the [Structured Data Testing Tool](#) and/or the [Rich Results Test](#).

Step 8:

Monitor Your Progress

Regularly checking your SEO performance helps you understand what's working and what needs improvement.

Focus on:

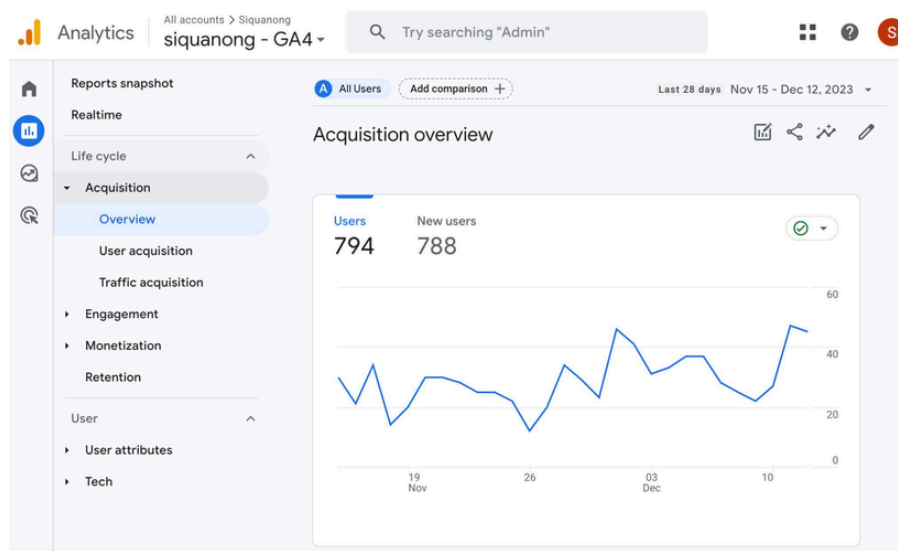
- **Traffic Analysis:** Keep track of how much traffic your website is receiving.
- **Keyword Rankings:** Monitor your rankings for your target keywords.

Tools to Use:

- [Google Analytics](#): Track user behavior and traffic sources.
- [Google Data Studio](#): Create custom reports to visualize your SEO performance.

Action Steps:

- Set up Google Analytics and familiarize yourself with its features.
- Create monthly reports to track your progress and adjust your strategy accordingly.



Step 9:

Continuous Improvement

SEO is not a one-time task; it requires ongoing effort and adaptation.

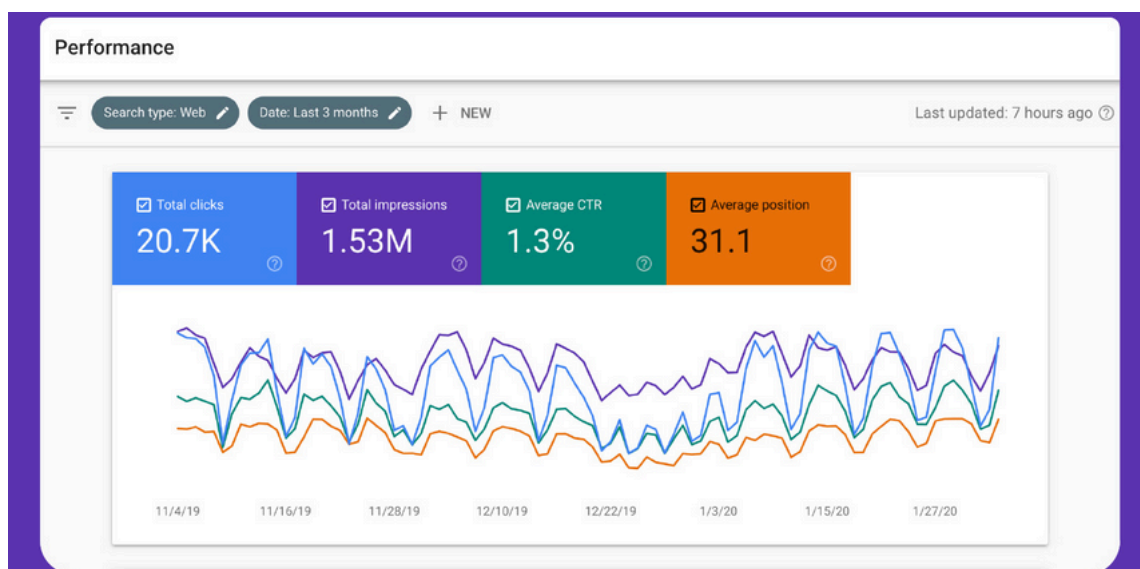
Keep these tips in mind:

- Stay updated on SEO trends and algorithm changes.
- Regularly refresh old content to keep it relevant.

Action Steps:

- Set aside time each month to review and improve your SEO strategy.
- Experiment with new keywords and content types based on performance data.

Congratulations on completing your DIY SEO Success guide! By following these steps and utilizing the recommended tools, you'll be well on your way to improving your website's visibility and attracting the right audience. Remember, SEO takes time, so be patient and stay consistent. Happy optimizing!



20+ FREE SEO TOOLS

SEO Tools:

1. Google Search Console: <https://search.google.com/search-console/about>
2. Google Keyword Planner: <https://ads.google.com/home/tools/keyword-planner/>
3. Answer The Public: <https://answerthepublic.com/>
4. Google Trends: <https://trends.google.com/trends/>
5. RankMath SEO Plugin: <https://rankmath.com/>
6. Ubersuggest: <https://neilpatel.com/ubersuggest/>
7. HigherVisibility's Google SERP Snippet Optimization Tool: <https://www.highervisibility.com/seo/tools/serp-snippet-optimizer/>
8. Merkle's Schema Markup Generator: <https://www.twaino.com/outils/seo-en/schema-markup-generator-json-ld-merkle/>
9. Ahrefs Free Backlink Checker: <https://ahrefs.com/backlink-checker>

Content Tools:

1. ChatGPT: <https://openai.com/chatgpt/>
2. Google: <https://www.google.com/>

Optimization Tools:

1. Google Analytics: <https://marketingplatform.google.com/about/analytics/>
2. Google Data Studio: <https://lookerstudio.google.com/>
3. Google Business Profile Manager: <https://business.google.com/create>
4. Pagespeed Insights: <https://pagespeed.web.dev/>

20+ FREE SEO TOOLS

Additional Free Tools:

- SEMrush: <https://www.semrush.com/>
- Moz: <https://moz.com/>
- Yoast SEO Plugin: <https://yoast.com/>
- Screaming Frog SEO Spider: <https://www.screamingfrog.co.uk/>
- Google Tag Manager: <https://tagmanager.google.com/?hl=en>
- HubSpot Marketing Hub: <https://www.hubspot.com/products/marketing>
- Canva: <https://www.canva.com/>
- Grammarly: <https://www.grammarly.com/>
- TinyPNG: <https://tinypng.com/>
- Favicon.cc: <https://www.favicon.cc/>



Need Help With SEO?

If you're feeling overwhelmed or need expert guidance, we're here to help. At Sienna Creative, we specialize in SEO strategies that get results.

Whether you're looking for an **SEO Consultation** to get personalized guidance or a **Done-For-You SEO** service to handle everything for you, Sienna Creative has you covered. Reach out to us today and let's take your business to the next level!

SEO CONSULTATION



DONE-FOR-YOU SEO

