

SEO BEST PRACTICE FOR ORGANIC TRAFFIC AND SEARCH ENGINE VISIBILITY

- My title tags are optimised: no duplicates, between 50–60 characters each, include target keyword relevant to its page.** Keep your users in mind when writing title tags. Remember, they may be read in browser tabs, search engine results pages, and in link previews on social media.
- All images and graphics are optimised.** Each image has a keyword rich description and alt-text. I have included relevant target keywords and brand keywords.
- All images on my site have been resized and compressed to improve loading time.**
- I have enhanced the internal linking on my website by incorporating links between related pages, making it easier for both search engines and users to navigate through my site.**
- I've identified a target keyword for each product page and crafted unique, keyword-rich descriptions of at least 200 words for each page.**
- The H1 of each page includes the target keyword or a variation of it (when it reads naturally).**
- I do not use more than one H1 per page.**
- I have ensured that each page's meta-description is less than 160 characters and includes the individual page's target keyword and/or variations.** If space allows it, my brand name and geo-specific keywords.
- I am not keyword stuffing product pages and descriptions.** Instead, I am using keyword variations found in Google Search Console and Google Ads.
- I have submitted an XML sitemap to Google.**