Mastering your website SEO
The ultimate SEO checklist

CONTENT

Copy

- ☐ Body copy should be 400 words or more
- ☐ Should be unique and original (no copying or duplication!)
- ☐ Content needs to be quality and worth reading for your target audience
- ☐ Sentences should be concise and short - aim for 20 words max
- ☐ Use target keywords a couple of times throughout the content, but no more than 10 times
- ☐ Make use of H1, H2 and H3 headers to structure the content
- ☐ Use the target keywords in the headings and/or in emphasized texts (bold, italic, underline)

Internal & External Links

- ☐ Link text should describe the page they link to for example: 'Read about Gold Coast Airport Transfers' instead of 'click here'
- ☐ Avoid too many links on a single page
- ☐ Include both internal and external links where relevant

Image Naming Conventions and Alt Tags

- ☐ Use descriptive alt tags for all images on the page, these should be a relevant description of the image
- ☐ Use target keywords in the alt tag

OFF PAGE ELEMENTS

Meta Title

- ☐ 70 or less characters
- ☐ Unique for each page (no duplication and avoid generic titles such as 'Blog Post January')
- ☐ Target keywords should be up front
- ☐ Suggested format: [keyword 1] – [keyword 2] | [Brand name] for example:

e.g. Gold Coast – Hotel Accommodation | One Broadbeach Hotel

Meta Description

- ☐ Aim for 150-160 characters
- ☐ Use target keywords at the start
- ☐ Descriptions should be concise and specific to what the page is about
- ☐ It should be engaging, user friendly, relevant and unique to each page (no duplication!)

e.g. One Broadbeach Hotel offers family and budget accommodation on the Gold Coast. Choose from spacious family rooms, superior rooms and budget-style studio rooms.

URL

- [ ] Ideally use a com. or com.au
- [ ] HTTPS is ideal (a safe and secure site is everything!)
- [ ] Length aim for 50-60 characters, use three to five words per URL
- [ ] Should be descriptive so users will know what the page is about
- [ ] Only use lower case letters
- [ ] Use hyphens to separate words, do not use underscores, spaces and any other characters

e.g. https://onebroadbeachhotel.com/gold-coast-accommodation/family-rooms