



SEO CHECK LIST - PHUKETIANS

1. PAGE SPEED

- Check your website speed with "Google Pagespeed"
<https://developers.google.com/speed/pagespeed/insights/>
- Install a cache plugin and configure correctly.
- Always optimize your images. Resize and compress them. Use lossless compress plugins.
- Install SSL certificate.
- Use the least number of plugins. They cause issues and slow down your website.

2. ADVANCED

- Use right structure of HTML5 tags and descriptions.
- Create sitemap for your website and submit to Google and other search engines.
- Create a webmaster tools on Google and Bing. Follow their instructions.
- Minify HTML, JS and CSS

3. PAGE CONSTRUCTION

- Adjust the H1, H2, H3 tags.
- Cascade down URL, meta title, page title (h1), meta description, page opening paragraph structure.
- Add alt and title tags and name to the images.
- Always include title tags to the links.
- Use review and comment system

4. MORE ADVANCED WORK

- Schema Data | Google Structured Data
- Do keyword research and come up with a final list of less competitive but high potential possible ones.
- Use social media accounts, link them to your website and vice versa. Keep these accounts updated.
- Do email marketing. Create email campaigns and provide promotions.
- Create downloadable materials and integrate them on the website
- Use videos. Upload them on your Youtube channel, use right tags and links and integrate them on the website.