

# Small Business SEO Checklist

## Get To Know SEO

- Learn how search engines rank pages
- Get to know Google's most important ranking factors
- Know the different areas of SEO and what they cover

## EB Content Creation

### Conduct Keyword Research

- Know the different types of keywords
- Focus on relevance to topic and search intent
- Use keyword research tools to help identify the cream of the crop

## Optimize Your Pages

- Optimize for mobile devices
- Improve UX and navigation
- Optimize your page speed
- Implement structured data for rich results
- Optimize on-page elements and content
- Link your pages together

## Create New Content

- Start a blog
- Write high-quality, optimized content
- Use the EEAT guidelines for more valuable content
- Optimize your content for voice search
- Write in an engaging voice
- Add multi-media elements
- Update and repurpose your content

## Build Backlinks

- Use link-building tools to find opportunities
- Get listed on directories and related websites
- Submit guest posts on local and relevant websites
- Collaborate with other local businesses
- Create shareable and link-worthy content

## Optimize For Local SEO

- Claim and optimize your Google Business Profile
- Keep NAPs consistent
- Promote good reviews
- Create local content
- List your business locations
- Build listings and links on local directories

## Video SEO

- Set up a YouTube channel for your small business
- Post videos with optimized titles, descriptions, and tags
- Add your videos to your website and cross-promote on social media

## Monitoring & Improving

- Regular SEO audits for your website
- Track your rankings and traffic analytics
- Keep an eye on the competition
- Never stop optimizing
- Stay updated on SEO trends