

SEO Checklist for Startups

GET BUY-IN FROM YOUR PARTNERS

- Inform partners and investors about the benefits of SEO.
- Emphasize cost-saving and transformational benefits.

CLARIFY THE GOAL OF YOUR SEO STRATEGY

- Define specific objectives (e.g., lead generation, brand awareness, sales).
- Assign roles, responsibilities, and key performance indicators (KPIs).

FIX YOUR TECHNICAL SEO

- Submit an XML sitemap to search engines.
- Improve page speed for better user experience.

CONDUCT TECHNICAL AUDITS

- Use tools like Google Search Console, Ahrefs, SEMRush, or Seomator.
- Identify and fix technical issues that could hinder SEO performance.

KEYWORD RESEARCH

- Use keyword research tools (Ahrefs, Google Search Console) to gain insights.
- Utilize Google search suggestions and the "People Also Ask" section for additional ideas.

CREATE CONTENT STRATEGICALLY

- Develop in-depth content that addresses user pain points.
- Continuously update and optimize content based on keyword performance and user feedback.