THE HOSPITALITY SEO CHECKLIST

Clockwork Marketing®

SEO Essentials

- [ ] Set up robots.txt file
- [ ] Set up Google Search Console
- [ ] Generate an XML sitemap and submit to Google Search Console
- [ ] Check your website and new pages are indexed on Google Search Console
- [ ] Set up Google Analytics
- [ ] Create a Google Business Profile and optimise
- [ ] Enable SEO features (install a plugin if using Wordpress)

Content

- [ ] Apply keyword optimised Meta Title up to 60 characters to all pages
- [ ] Apply keyword optimised Meta Description up to 160 characters to all pages
- [ ] Apply one H1 tag per page (top-level keyword), fix any duplication
- [ ] Apply correct heading structure (i.e. H1, H2, H3...)
- [ ] Find any duplicated Meta Titles or Meta Descriptions and fix
- [ ] Apply ALT text/tags to all images, fix any duplication
- [ ] Compress all images before uploading to web pages
- [ ] Apply internal links to web page copy
- [ ] Use target keywords every 100 words, but not too much
- [ ] Don't use the same keyword across multiple web pages (a.ka. cannibalisation)
- [ ] Update your web page content regularly (where required for seasonality)

Keywords

- [ ] Target keywords with high search intent
- [ ] Identify your primary keywords (broad keywords)
- [ ] Identify your niche keywords (a.k.a long-tailed keywords)
- [ ] Identify your competitors keywords
- [ ] Map your keywords to specific web pages
- [ ] See what's trending on Google Trends
- [ ] Look at suggested searches on search engines
- [ ] Review search results and search queries in Google Search Console
- [ ] Review keyword difficulty to see how hard it is to rank

Technical & Links

- [ ] Host your website on HTTPS (use an SSL certificate)
- [ ] Check for coverage issues on Google Search Console and fix
- [ ] Setup URL resolve to point to one version of your website
- [ ] Test and improve your page speed on Google Pagespeed Insights
- [ ] Fix 301 (broken links)
- [ ] Fix 404 (no page found) with redirect
- [ ] Fix 501 server errors
- [ ] Use SEO friendly URLs (no underscores, use hyphens)
- [ ] Apply schema and structured data for rich search snippets
- [ ] Review backlink profile and disavow links which have a toxic score
- [ ] Find high domain authority sites to link to your website and contact them
- [ ] Review your competitors backlinks and target them