# SEO Checklist

## Is a new page needed or can I use an existing one?

Create separate pages for important search terms. Otherwise use existing ones.

Avoid creating several pages with similar content (especially when it comes to headlines and subheadings).

## Compare search words on Google

* 1. Others also asked
  2. Extended search suggestions
  3. Related search terms

## Add a Page title

* 1. Selling and informative
  2. Unique for each page
  3. Start with the keyword
  4. Explain: How, what and why

## Add a Meta description

* 1. Describe the page content
  2. Include the most important key word
  3. Does not affect the ranking but the CTR
  4. Add a clear Call to Action if possible

## A good headline H1 (include the search word, relevant, appealing, unique)

## Structure the content under headlines and sections(H2, H3, H4)

* 1. With unique words
  2. Not generic like ”Ubildning” or ”Project results”
  3. Add secondary and complementing search terms
  4. Use them to structure

## The bread text:

* 1. Start with the most important
  2. Add prioritised search words early
  3. Write for the reader
  4. 1-2 main themes per page.
  5. Use synonyms
  6. Avoid ”keyword stuffing”

## Use relevant images, name them well and add alt-text

## Use lists and write describing link texts

## Add links (internal and outlinks)

## Simplify and reduce.