

# Free SEO Checklist for Website World Users

## Your Step-by-Step Guide on How to Rank Higher on Google

### 1. Keyword Planning for Your Website World Pages

- Use Google Keyword Planner or other keyword research tools to discover keywords related to your products or services
- Focus on long-tail keywords like 'NZ wedding website templates' or 'build an ecommerce site for my business' rather than short tail keywords like 'online shop'
- Check your visitors' search intent - what are people looking to learn, compare, or buy when they visit your website? Do they use terms to suggest their intent in Google searches?
- Use one primary keyword phrase for each page on your website. Think of each page as being like a unique advertisement for your website. Make sure that the keyword phrase you use is related to the content which is available on that page

### 2. On-Page SEO with Website World Tools

- Create unique meta tags and meta descriptions
- Use one H1 per page and logical H2/H3 subheadings where necessary
- Add internal links between related pages or blog posts
- Optimise URLs – keep them short and keyword-focused

### 3. High-Quality Content Creation

- Write for humans first, Google second.
- Use the Website World Blog feature for regular posting.
- Add visuals like product images or screenshots.
- Create guides or tutorials that answer customer questions.

### 4. Technical SEO Made Simple

- All Website World sites include a free SSL certificate (HTTPS).
- Optimise page speed by compressing images before upload.
- Preview all pages on mobile devices for responsiveness.
- Submit your sitemap (eg: yourdomain.co.nz/sitemap.xml) to Google Search Console.

### 5. Local SEO for NZ Businesses

- Claim your Google Business Profile and ensure consistent NAP info.
- Add NZ location-based keywords (city or region).
- Embed a Google Map widget on your contact page.
- Ask happy customers for Google and website reviews.

### 6. Image SEO

- Rename your images before upload, giving them a descriptive filename like small-blue-car.jpg instead of img1234.jpg
- Add alt text in the image settings, describing what is shown in the picture using keywords where appropriate

### 7. Backlinks and Brand Mentions

- List your site in NZ business directories like [www.businessnetworking.nz](http://www.businessnetworking.nz)
- Create tutorials or resources that naturally attract backlinks.

#### 8. Track and Measure Success

- Connect Google Analytics to monitor visitor traffic.
- Use Google Search Console to track keyword performance.
- Review your progress monthly and adjust your strategy.

#### 9. Focus on User Experience

- Simplify your site navigation and menus.
- Use readable fonts and spacing for accessibility.
- Add clear CTAs like 'Shop Now' or 'Get a Quote'.
- Limit pop-ups to special offers or newsletter sign-ups.

#### 10. Maintain and Improve

- Update older content every 6–12 months.
- Add new blog posts or guides regularly.
- Use the redirect tool when removing old pages.

Website World gives you the SEO tools you need — your SEO success will come from using them consistently and correctly.

For more SEO tips, please visit <https://www.website.world/seo-resources>

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