

Start with SEO checklist



1. What is SEO?

The goal of Search Engine Optimization is to improve your website so that it appears higher up in the search results. When your website ranks higher, more people will find and likely visit it.

Your primary goal is to create and maintain the best possible website because search engines, like Google, want to provide their users with the best possible search results.

Trying to trick or deceive search engines won't get you very far. Instead, it's essential to invest your time and effort in a sustainable and long-term SEO strategy. This means focusing on all aspects of SEO, which is what we call the *holistic* approach.

2. Content SEO

Keyword research

Keyword research is finding the keywords your audience uses when searching for the information or products you offer. This step is about generating a sheet with keywords you want to rank for.

Write down your website's goals.

List unique words and phrases your audience uses.

Use keyword research tools, like [Semrush](#), to evaluate the keywords above.

Settle on your keyword strategy – which keywords will you target?

Create optimized content for your targeted keywords with Yoast SEO.

Consistently evaluate if your keyword strategy is working.

Yoast resources:

- Our post: [Ultimate guide for keyword research](#)
- SEO academy course: [Keyword research training](#)

SEO copywriting

Overall green traffic lights in the Yoast SEO readability analysis.

Overall green smiley face emoji in the Yoast SEO analysis.

Yoast resources

- Our post: [Ultimate guide for SEO copywriting](#)
- SEO academy course: [SEO copywriting training](#)

Site structure optimization

Divide the content of your site into categories.

Add tags to the content of your site.

Add relevant internal links to all the posts and pages of your site.

Yoast resources:

- Our post: [Ultimate guide to site structure](#)
- SEO academy course: [Site structure training](#)

3. Technical SEO

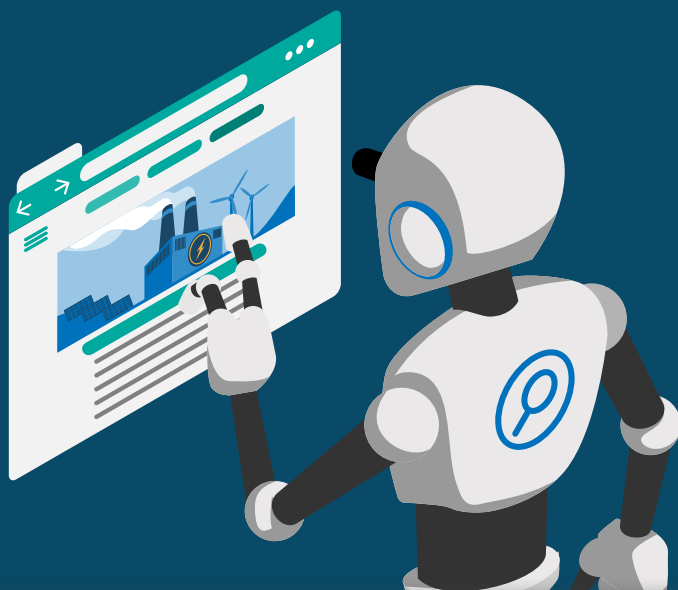
Crawlability

Use Yoast crawlability settings to turn off URLs that don't have any SEO value.

Important: Only do this if you know what you are doing and have, at a minimum, read the related Yoast post linked below.

Yoast resources:

- Our post: [Yoast SEO settings: Crawl optimization](#)
- SEO academy course: [Technical SEO training](#)



Rich results

Rich results are a special type of search result made to stand out and help users achieve their tasks or get their answer more quickly.

Sites can benefit from being featured in rich results since they are located at the so-called position zero, above the organic search results. But how do you get rich results?

Yoast SEO automatically takes care of that. It automatically describes your content in a way that search engines can understand.

The plugin adds the structured data code that search engines can read, so you don't have to worry about it.

The only thing you need to do is:

Fill in the 'Site representation' in the Settings tab of the Yoast SEO plugin.

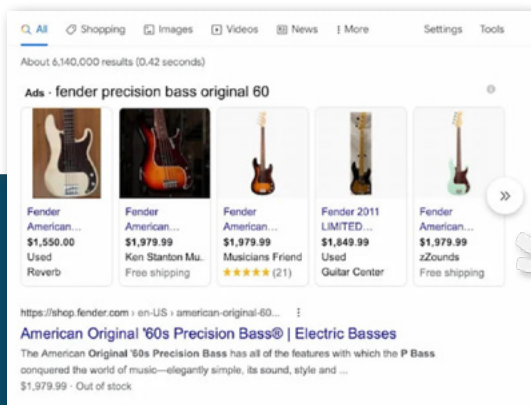
Add the Yoast SEO Breadcrumbs block to all your posts.

Use the Yoast SEO How-to block when writing how-to articles.

Use the Yoast SEO FAQ block when posting FAQ content.

Yoast resources:

- Blog post: [Rich results, structured data and Schema: A visual guide](#)
- SEO academy courses:
 1. [Free SEO training: Structured data for beginners](#)
 2. [Understanding structured data training](#)



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