

# SEO QUICK CHECKLIST FOR CREATIVES



## KNOW YOUR KEYWORDS 🔍

- Use simple, clear phrases your ideal client would search
- Choose one main keyword or topic per page/post
- Use tools like Google Trends or Answer the Public for ideas

## PAGE CONTENT & STRUCTURE 🧠

- Include your main keyword in the headline (H1)
- Mention it naturally in the first paragraph
- Use subheadings (H2/H3) to break up content
- Write for humans, not search engines

## IMAGES & MEDIA 🖼️

- Rename image files before uploading (example: brand-logo-design.jpg)
- Add descriptive alt text using relevant keywords
- Compress images to keep your site loading fast

## URLS, TITLES & DESCRIPTIONS 🔗

- Use short, clean URLs with keywords (example: /website-design-for-creatives)
- Write a clear, clickable SEO title (shows in search results)
- Write a short meta description (1–2 sentences, includes your keyword)

## USER EXPERIENCE 📱

- Your site works well on mobile
- Pages load in under 3 seconds
- Fonts and buttons are easy to read and click
- No annoying pop-ups or autoplay sounds

## ONGOING CONTENT 🖋️

- Publish blog posts or resources that answer real client questions
- Use blog categories or tags to organize content
- Link to other pages on your site when it makes sense
- Add fresh content every month (or batch it quarterly!)

**Done? ✅ Hit publish and get back to designing.**

Want help with SEO-friendly web design or content that actually converts? Let's work together.