

## HEALTHY WEBSITE HABITS

- Each page should have a unique page title

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- Each page needs a meta description

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- Use one H1 heading per page, with your keyword included

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- Break content into sections with H2s/H3s for readability

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- Add alt text to all images that describes what's shown.

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- Name the image filename with keywords

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- Run images through image reducer software (<1MB)

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- Break content into sections with H2s/H3s for readability

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- External links from other sites (directory listings) helps

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- Review Google Search Console for errors or low performing keywords

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- Keep adding fresh content! (New or edited Blog posts, testimonials, updates)

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- Review competitor sites for ideas or gaps in your content

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- Review SEO and keyword strategy on a yearly basis

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- Update Google Business Listing with new content bi-weekly if possible, or everytime you post a blog

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- Anytime you had a new page to your site, Inspect the URL and request indexing in if it's not indexed

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- If pages are duplicated, make sure the URL slug, description and title are edited to match the page

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