

10-Point SEO Checklist

For Your Travel Website

Conduct Keyword Research

1

Create a list of keywords you want to target based on relevance, search volume and competition

Optimize Page Titles & Descriptions

2

Use relevant keywords in these and try to limit Title and Description to 70 & 160 characters respectively

Optimize URLs

3

Create search engine-friendly URLs with relevant keywords and a consistent structure across the site

Use Alt tags for Images

4

Search engines can't crawl images so alt tags with relevant keywords help them understand what an image is about

Use Head Tags

5

Header tags break your content into sections and make it more digestible for search engines & users

Optimize Site Content for Users

6

High Quality content reduces bounce rate & increases engagement which are positive signals for search engines

Minimize Site Loading Speed

7

Search Engines penalize slow sites. Make your site load faster by minimizing HTTP requests and optimizing images and CSS

Optimize for Mobile Devices

8

Mobile-friendliness is a major ranking factor. A responsive design ensures a great user experience on phones & tablets

Add Customer Reviews

9

More reviews mean more relevant content, particularly if they are frequent & fresh, which search engines love

Build Quality Backlinks

10

Regularly post quality content such as blog posts, press releases & videos on social media & other authoritative sites