



Checklist 13 - Analyzing SEO

Project Name: _____

Date: _____

Yes No

Your content needs to be seen by the people if you put effort into it, but it doesn't happen because you sometimes fail to optimize it. This checklist will help you with this problem, and you'll analyze the SEO of your website very soon:

SET UP SPOTIBO.TOOL:

1

In the very beginning, you have to start by setting up a tool for content analysis, and spotibo.tool is the best one in this regard.

2

Now you'll analyze titles, Meta descriptions, headings and images of your content.

3

After you detect a problem, you'll fix it.

LOOK FOR PROBLEMS IN TITLES:

4

Now, by using the spotibo.tool, you'll detect problems with titles of your content by doing a complete analysis, as this helps in search engine optimization, and your content will appear on top in search engines.

5

Go to the "WebPages" button on the spotibo.tool.

Notes



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6 Now, choose the "change columns" option from there, and you'll see different content problems to choose from.

7 Select "titles" from there.

8 Check the format and lengths of the titles, and make sure each title's length is 60 characters.

9 And after you've fixed the issues, click "Apply."

FOCUS ON META DESCRIPTIONS AND FIX THEM:

10 A complete analysis of meta descriptions in your content is essential, so choose the "meta descriptions" button from the "change columns" option in the tool.

11 See if the main idea of each page is written in the descriptions or not.

12 Fix the issues if you notice any.

13 Keep the length in your keen notice, as it will help the search engines to look for your content and show it to the audience at the top.

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BE CAREFUL ABOUT HEADINGS AND IMAGES:

- 14 Here comes the important part, the headings, so choose the "headings" options in the spotibo.tool.
- 15 Make sure that the main idea of your content is written in the main heading, followed by the other headings, which will contain the ideas revolving around the main idea.
- 16 Optimize the images of your content by using the same process.
- 17 Once you've analyzed and fixed everything, tap on the "apply" button.
- 18 Now search engines will be most likely to choose your content and show it on top of the list once a person searches for keywords related to your content.

Notes