

SEO CHECKLIST FOR WOMEN IN HEALTH, BEAUTY & WELLNESS



1

Research Your Keywords

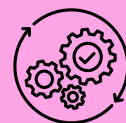
- Use tools like Google Keyword Planner or Ubersuggest
- Focus on client-friendly phrases (e.g., “natural skincare tips,” “stress relief techniques”)



2

Optimize Your Page Titles & Headings

- Include main keywords in your page titles
- Use clear, descriptive headings (H1, H2, H3)



3

Write Valuable Content

- Answer common client questions in blogs and service pages
- Use keywords naturally, avoid stuffing



4

Make Your Website Mobile-Friendly & Fast

- Use responsive design
- Compress images for faster loading



5

Write Compelling Meta Descriptions

- Summarize each page in 150-160 characters
- Include keywords and a call to action



6

Use Local SEO (If Relevant)

- Create/optimize your Google Business Profile
- Use your location in website content
- Collect client reviews



7

Link Internally

- Link blog posts to service pages and vice versa
- Help visitors and search engines navigate your site easily

