Basic SEO Checklist for Your Freelance Website

GENERAL SETUP

- Install Google Analytics.

- Set up Google Webmaster Tools.

- Link Google Webmaster Tools with Google Analytics to get more insight into how users are finding your site organically.

- Create a sitemap.xml file and upload it to the root directory of your site. Submit your sitemap to Google Webmaster Tools for indexing. This tells Google that you are "open for business".

TECHNICAL TIPS

- Make a list of all products and services you offer. How do potential clients and customers refer to them? Come up with as many combinations of phrases as possible.

- Get additional keyword ideas by using the Google Keyword Planner to "Search for keyword and ad group ideas." Other great keyword research tools are Mangools (10 day free trial) or Semrush (Keyword Magic Tool).

  Narrow down your list by looking for target phrases that have relatively large volume (meaning lots of people look for them) while having relatively low cost per click (meaning there might be less competition). These are your target keywords.

WEBSITE OPTIMIZATION

- If you use Wordpress – install SEO by Yoast. Other services have other, built in SEO-tools.

- Write a unique title tag for each webpage, using one or more of the target keywords you've assigned to that page. Be sure to include your business name. Keep the entire title tag under 60 characters.

MARKETING TIPS for TRANSLATORS
for a successful freelance career and lifestyle

- Write a unique meta description for each webpage, using one or more of the target keywords you've assigned to that page. Keep the entire meta description under 155 characters.

- Include a target keyword in each page's URL.

- Link between pages on your site and use one of the target keywords associated with the page you are linking to as (part of) the anchor text.

- Add ALT tags to the images to let search engines understand what visuals users are seeing.