

THE CREATOMATIC SEO CHECKLIST FOR SELF CATERERS

SEO Basics

- Set up GA4 and e-commerce tracking
- Set up Google Search Console and submit sitemap(s)
- Set up Bing Webmaster Tools and submit sitemap(s)
- Install an SEO plug-in

Local SEO

- Create / claim Google Business Profile and optimise
- Create / claim Bing Places for Business Profile and optimise
- Submit your business / property to local directories
- Seek out online reviews (Google, Facebook, TripAdvisor, Yell)
- Ensure location is referenced across website
- Identify reciprocal linking opportunities with local businesses

On-page SEO / Content

- Perform keyword research to identify appropriate branded and non-branded keywords
- Include keywords naturally across page titles, H1s, body copy and meta descriptions
- Add high-quality images of your properties with descriptive alt text
- Write high-quality, unique property descriptions
- Create helpful / useful content for guests
- Ensure website is mobile-friendly and fast loading
- Use a clear call-to-action (CTA) (e.g., "Book Now" button on every page)

Off-page SEO

- Set up Google Alerts for your business / property
- Submit your business / property to tourism directories
- Claim / update all listings / mentions of your business / property across the web
- Ensure all listings drive traffic directly to your website rather than an OTA
- Use high-quality photos

Social Media

- Regularly share new content about your business / property
- Use a consistent business / property name across platforms
- Add a website link added to social profiles
- Encourage guests to follow you and share content about their stay
- Engage with and follow local businesses and events
- Use local hashtags
- Identify influencer opportunities

Ongoing

- Regularly review and update website content and property descriptions
- Use Google tools to identify new content / optimisation opportunities

SEO Basics Tools

[Google Analytics](#)
[Google Tag Manager](#)
[Google Search Console](#)
[Bing Webmaster Tools](#)
[Yoast](#)

Local SEO Tools

[Google Business Profile](#)
[Bing Places](#)
[Facebook](#)
[TripAdvisor](#)
[Yell](#)

On-page SEO / Content Tools

[Google Keyword Planner](#)
[Google Search Console](#)
[Google Trends](#)
[Google Auto-suggest](#)
[ahrefs AI Meta Description Generator](#)
[ahrefs AI Image Alt Text Generator](#)
[Google PageSpeed Insights](#)

Off-Page SEO Tools

[Google Alerts](#)
[Visit Scotland](#)

Social Media Tools

[Facebook](#)
[Instagram](#)
[Tiktok](#)

Ongoing Tools

[Google Analytics](#)
[Google Search Console](#)