Your SEO for Skincare Checklist

SEO for skincare products may sound daunting, but it doesn't have to be!

Identify keywords to use

- ☐ Use keyword research tools to identify words and phrases with low competition
- ☐ Prioritize long-tail keywords
- ☐ Use keyword mapping to group relevant keywords on the same page
- ☐ Use keywords in your page headings, body text, and alt text

Start a blog

- ☐ Create a blog-posting schedule
- ☐ Link to relevant internal and external pages
- ☐ Ensure your articles are SEO-optimized
- ☐ Create a detailed bio for each article author

Post to your YouTube channel regularly

- ☐ Add relevant keywords to your title, description, and file name
- ☐ Create a captivating thumbnail
- ☐ Upload a transcript to help with SEO and accessibility

Review your technical SEO

- ☐ Optimize slow-loading elements on your pages
- ☐ Audit your page titles and meta descriptions
- ☐ Make sure your site works well on mobile devices
- ☐ Implement structured data markup on relevant pages

Develop engaging and educational content

- ☐ Understand what your target audience wants to see with a thorough content strategy
- ☐ Regularly review and revise your content to ensure accuracy

Focus on link-building

- ☐ Identify high-quality influencers to work with
- ☐ Create great content people want to link to

Create unique product descriptions

- ☐ Consider the unique benefits and features of each product
- ☐ Look at customer reviews to get inspiration

Give customers a reason to trust you

- ☐ Link to reputable medical journals
- ☐ Partner with trusted organizations
- ☐ Quote industry experts to add credibility

Review and monitor your SEO strategy

- ☐ Track keyword rankings
- ☐ Identify which keywords lead to the most conversions
- ☐ Understand what you need to do if you get outranked by a competitor