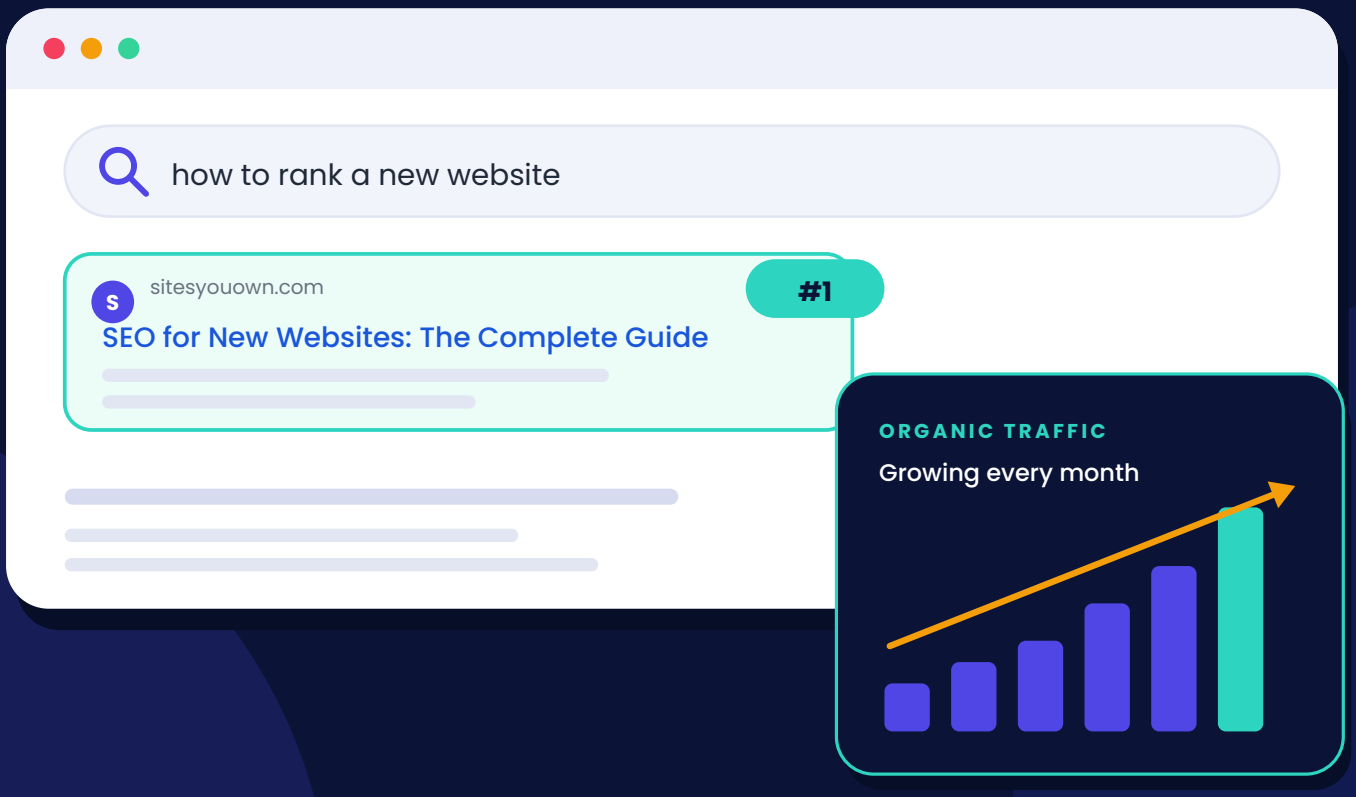
THE LAUNCH PLAYBOOK

SEO for New Websites

25 practical tips to get discovered, earn trust and climb the search results from day one.



PRESENTED BY
Sitesyouown.com

WEBSITE BUILDING · SEO SERVICES
Get your website built, found and growing.

Before you begin

A new website starts with no history, no backlinks and no trust. That is exactly why the first few weeks matter: the foundations you lay now decide how quickly search engines can find, understand and recommend your pages.

How search engines work, in three steps



1. Crawl

Googlebot discovers your pages by following links and your sitemap.

2. Index

Google reads, understands and stores your pages in its database.

3. Rank

Algorithms choose the most helpful, relevant results for each search.

Every tip in this guide helps with at least one of these stages: being found, being understood, or being chosen.

Set realistic expectations

New sites usually need three to six months of consistent work before rankings and traffic build momentum. SEO is a compounding investment: nobody can honestly guarantee a position on page one, so beware of anyone who does.

The golden rule

Write for people first, search engines second. Pages that answer a real question clearly are the ones that earn clicks, links and lasting rankings.

What is inside

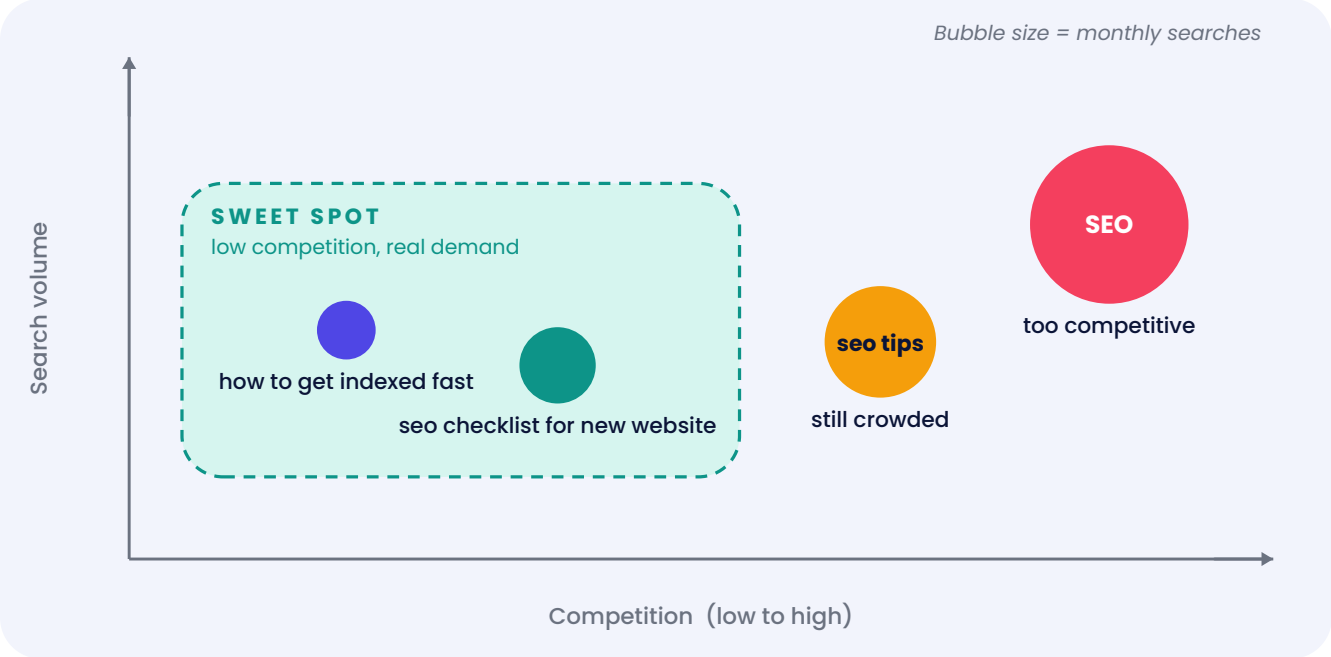
01	Keyword research Find searches you can realistically win	p. 3
02	On-page SEO Titles, headings, URLs and images	p. 4
03	Technical foundations Indexing, speed and mobile experience	p. 5
04	Content & authority Topic clusters, links and local presence	p. 6
05	Measure & roadmap Track progress and plan your first 90 days	p. 7

01

SECTION ONE

Keyword research

Keywords are the bridge between what people type and what your pages offer. A new site cannot outmuscle established brands on broad terms, so the goal is to pick battles you can win.



Specific, long-tail searches have lower competition and clearer intent, which makes them ideal for a new domain.

1. **Start with intent, not just volume**
   Ask what the searcher wants: to learn, compare, or buy. A keyword with 100 visitors who are ready to act beats 10,000 who are only browsing.

2. **Go long-tail first**
   Phrases of three or more words such as “seo checklist for new website” convert better and rank faster. Win those, then move up to broader terms.

3. **Study the search results**
   Search your target phrase and note the content types, depth and format that already rank. Aim to be clearly more useful, not just longer.

4. **Give every page one primary keyword**
   Map one main topic to each page to avoid pages competing with each other, and add a few closely related phrases naturally.

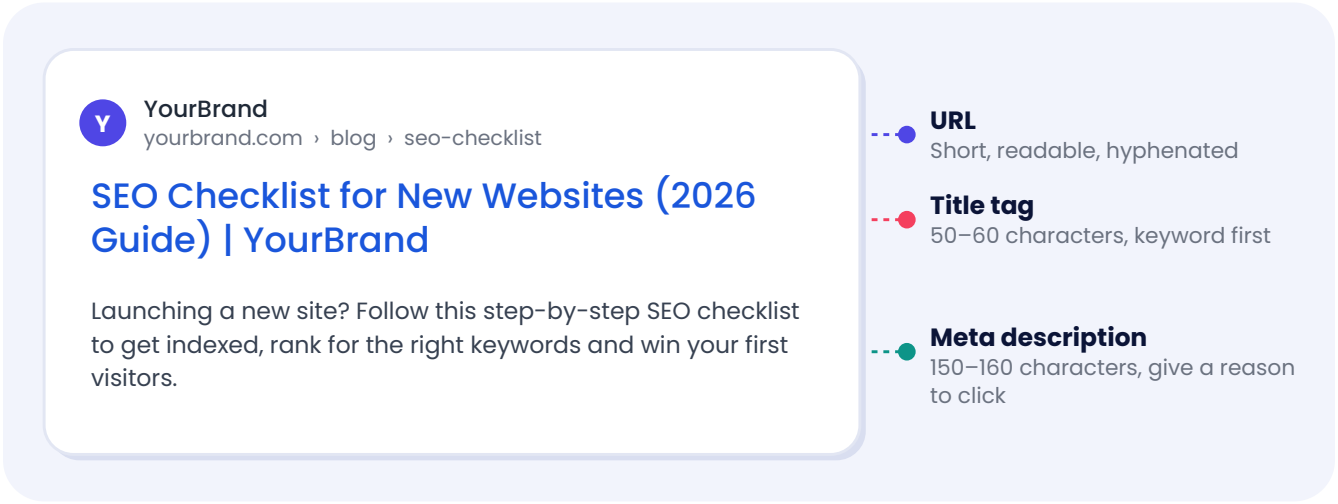
5. **Use free tools to find ideas**
   Google autocomplete, “People also ask”, Google Trends, Keyword Planner and Search Console all reveal real phrasing from real people.

02

SECTION TWO

On-page SEO

On-page SEO is everything you control directly on the page. Done well, it helps search engines understand your content and persuades people to click your result over the others.



The anatomy of a search result: the three elements you write yourself.

6 **Write magnetic title tags**
Keep titles around 50–60 characters, lead with the main keyword and make them specific. Every page needs its own unique title.

7 **Craft meta descriptions that sell**
They are not a direct ranking factor, but a compelling summary of about 150–160 characters lifts click-through rates.

8 **Structure with headings**
Use a single H1 that states the topic, then H2 and H3 headings to organise ideas. Readers and search engines both skim headings first.

9 **Keep URLs clean and meaningful**
Prefer /seo-checklist over /page?id=48392. Short, lowercase, hyphen-separated URLs are easier to read, share and remember.

10 **Optimise every image**
Use descriptive file names and alt text, compress files, and choose modern formats such as WebP or AVIF to keep pages light.

Pre-publish checklist
Unique title and meta description · One H1 · Short URL · Alt text on images · 2–3 internal links · A clear next step for the reader.

03

SECTION THREE

Technical foundations

Great content cannot rank if search engines cannot reach it, or if visitors leave because it loads slowly. Fix these basics at launch, before you scale anything else.



LCP
Loading speed
Good: under 2.5 s
Main content appears quickly



INP
Responsiveness
Good: under 200 ms
Taps and clicks feel instant



CLS
Visual stability
Good: under 0.1
Nothing jumps around while loading

Core Web Vitals are Google's measures of real-world page experience. Aim for the "good" range on each.

11 **Verify Search Console and submit a sitemap**
Google Search Console is free. Add your site, submit your XML sitemap and use URL Inspection to request indexing of key pages.

12 **Secure everything with HTTPS**
Install an SSL certificate and redirect all other versions (http, www or non-www) to one preferred URL, backed by canonical tags.

13 **Design for mobile first**
Google primarily uses the mobile version of your site. Use responsive layouts, readable text and tap targets that are easy to hit.

14 **Make it fast**
Compress images, lazy-load below-the-fold media, limit heavy scripts and use caching or a CDN to improve LCP, INP and CLS.

15 **Remove accidental launch blockers**
Check that robots.txt is not blocking the site and that no leftover "noindex" tags from staging remain. Add structured data where relevant.

Quick health check
Paste your homepage into Google's PageSpeed Insights and run URL Inspection in Search Console. Together they show speed scores, mobile problems and whether Google can index the page.

04

SECTION FOUR

Content & authority

Content earns relevance and links earn trust. Together they signal that your site deserves to be recommended, which is the hardest thing for a brand-new domain to prove.



A topic cluster: one in-depth pillar page connected to focused supporting articles through internal links.

16 **Create genuinely helpful, people-first content**
Show first-hand experience, cite reliable sources and name real authors. Google's guidance on experience, expertise, authority and trust (E-E-A-T) starts here.

17 **Build topic clusters and link internally**
Connect related pages with descriptive anchor text so visitors and crawlers can move naturally through your site.

18 **Publish consistently and keep pages fresh**
A steady rhythm beats bursts of activity. Update older pages when facts change instead of letting them go stale.

19 **Earn backlinks the honest way**
Publish original data, useful tools and expert quotes, pitch relevant sites and join credible directories. Never buy links.

20 **Claim your local presence**
Serving a local area? Set up a complete Google Business Profile and keep your name, address and phone consistent everywhere.

05

SECTION FIVE

Measure & your 90-day plan

21 **Track the right signals in Search Console**
Watch impressions, clicks, average position and indexing status. These show whether Google sees and values your pages.

22 **Add Google Analytics 4**
Understand what visitors do after they land: which pages engage them, where they come from and which actions matter.

23 **Improve pages in "striking distance"**
Pages ranking around positions 8–20 are often one good edit away from page one. Expand, clarify and add internal links.

24 **Be patient and consistent**
Review monthly rather than daily. Rankings fluctuate, so judge progress over quarters, not days.

25 **Avoid shortcuts that backfire**
Keyword stuffing, mass-produced low-value pages and link schemes can trigger penalties that take far longer to recover from.

Your first 90 days at a glance

1

DAYS 1–30
Foundation

- Set up Search Console and GA4
- Submit your XML sitemap
- Fix titles, URLs and speed

2

DAYS 31–60
Content

- Publish 4–6 helpful pages
- Link pages together
- Add images with alt text

3

DAYS 61–90
Authority

- Earn your first backlinks
- Refresh pages ranking 8–20
- Review results and plan ahead

NEED HELP BUILDING OR RANKING YOUR WEBSITE?

Let Sitesyouown.com do the heavy lifting.

Professional website building and SEO services to get your site launched, found and growing.

Visit Sitesyouown.com →