Events website SEO checklist

For conference, summit and training companies.

Actualyse Co.

Hygiene: should come with the build

- [ ] One address for the site; every other version redirects to it
- [ ] A sitemap, and nothing blocking search engines
- [ ] A clean URL for each event
- [ ] Automatic redirects when an event or article is renamed
- [ ] Title, description and social image on every event and article
- [ ] Every image described
- [ ] Fast pages

Registration path

- [ ] Visitors can register without leaving the site
- [ ] There is a smaller step than registering: register interest
- [ ] Every form message is saved first and emailed second

Next steps, in order

- [ ] Search Console connected and sitemap submitted
- [ ] Traffic source recorded on every enquiry
- [ ] Past events kept live, pointing to the next edition
- [ ] Two to four articles a month, each tied to an upcoming event
- [ ] Topics chosen from questions speakers, delegates and sponsors ask
- [ ] Event markup added: dates, venue, organiser
- [ ] Real delegate quotes on the event they attended
- [ ] A short SEO review every quarter