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The Complete SEO Checklist for Maldivian Businesses

The essential SEO fundamentals every Maldivian business should have in place. Get the basics right and build from there.

01

Technical SEO Basics

Non-negotiable. If your website fails on any of these, you're invisible to Google.

☐ **SSL certificate installed (HTTPS)**

Free via Cloudflare or Let's Encrypt. Without HTTPS, browsers show "Not Secure". Instant trust killer, and Google penalizes it.

☐ **Site loads under 3 seconds on mobile**

Test on Dhiraagu/Ooredoo 4G, not just office WiFi. Use PageSpeed Insights (pagespeed.web.dev). Aim for 90+ on mobile.

☐ **Mobile-responsive design**

60%+ of Maldivian web traffic is mobile. If your website doesn't work on phones, most of your visitors are having a bad experience.

☐ **XML sitemap submitted to Google Search Console**

Tells Google what pages exist on your site. Submit at search.google.com/search-console after verifying your domain.

☐ **robots.txt file in place**

Tells search engines which parts of your site to crawl. Make sure you're not accidentally blocking important pages.

GOOGLE BUSINESS PROFILE

☐ **Claim and verify your listing**

Go to business.google.com. This puts your business on Google Maps and in local search results. Verify by phone or postcard.

☐ **Complete every field**

Business name, address, phone, hours, website, category, description. Incomplete profiles rank lower than complete ones.

☐ **Add photos**

Businesses with photos get significantly more clicks. Add storefront, products, team, and interior shots.

☐ **Collect Google reviews**

Ask satisfied customers to leave a review. Reply to every review. Businesses with 10+ reviews rank noticeably higher.

☐ **Keep information consistent everywhere**

Business name, address, and phone must be identical on your website, Google profile, social media, and directories.

02

On-Page SEO Basics

Simple changes to your web pages that help Google understand what your business does.

☐ **Write a unique title tag for every page**

Each page should have a descriptive title that includes what you do and where you are. Keep it under 60 characters.

☐ **Write meta descriptions**

The text under your title in Google results. 150-160 characters. Tell people what the page is about and why they should click.

☐ **Use one clear heading (H1) per page**

Your main heading should describe what the page is about. Make it specific and descriptive, not generic.

☐ **Add alt text to images**

Describe what's in each image. Helps Google understand your visual content and improves accessibility.

Beyond the Basics

Getting these fundamentals right puts you ahead of most businesses in the Maldives.

But SEO is an ongoing process. There's keyword research, content strategy, technical optimization, link building, and regular monitoring that separates businesses that rank from those that don't.

One challenge specific to the Maldives: tools like Ahrefs and Semrush have very limited data on local keywords. Their subscriptions cost hundreds of dollars per month, and even then the Maldivian data is sparse. A one-time SEO audit with keyword analysis from a local agency will give you more actionable insights at a fraction of the cost.

Ready to go further? Visit enablemaldives.com/contact

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