









EOFY SEO CHECKLIST

The end of the Financial Year is one of the biggest spending moments of the year. Shoppers are primed to hunt for deals and they'll be searching, scrolling, and comparing so now's the time to make sure your website is discoverable and conversion-ready. Last year, Australians spent a massive **\$69 billion online**, with digital sales outpacing bricks-and-mortar growth (Australia Post eCommerce Report, 2025). EOFY sale coming soon!

Use the **Megantic SEO checklist for 2025 to highlight areas you can improve on** in the lead-up to June.

YOUR TO DO LIST:	
PRIORITY PAGES	
	<input type="checkbox"/> Consider creating a dedicated EOFY landing page or promotional hub , we recommend getting this up and running as soon as possible to have it ready in time for EOFY sales.
	<input type="checkbox"/> Add EOFY-related terms to your title tags, headings, and body content using keyword structures like "EOFY deals <product>" or "EOFY sale <product>" - helps align your content with what users are actively searching for during the EOFY period.
	<input type="checkbox"/> Review your internal linking strategy to funnel traffic to high-converting pages but be sure to leave the URL the same and not have /eofs-2025 that will need updating later
PAGE SPEED AND UX	
	<input type="checkbox"/> Run a speed test, tools exist such as Google PageSpeed Insights and GTmetrix, this will give you an idea of page load time, next aim to get your performance score above 90 .
	<input type="checkbox"/> Optimise image sizes and minimise CSS/JavaScript where possible, when using images in webpages it's a good idea to "save as>for web" in Adobe or lean on cheap compression tools like PDF Guru so that you're improving the aesthetic of a web page without compromising on quality.
	<input type="checkbox"/> As with any campaign, we encourage testing and iteration . Give yourself between 1 - 2 weeks of go-live date to test your mobile experience end-to-end to ensure shoppers can easily browse, filter, view product details, and complete a purchase.
CONTENT AND METADATA	
	<input type="checkbox"/> Optimise meta descriptions to spotlight EOFY offers and create urgency, communicate key deals—e.g. "Save up to 40% in our EOFY Sale - Limited Time Only!"
	<input type="checkbox"/> Use structured data types like Product, Offer, and Review to ensure proper schema markup . This can enhance your listing with rich snippets such as ratings, price, and stock availability.

The av Megantic client grew their traffic by **43% in 12 months** using strategies listed in this checklist.



Ask us how **+61 (03) 9001 9997** | email hello@megantic.com.au