SEO Checkup

Technical Checklist:

☐ Migrate your website to https if you have not done so. Ensure your website pages deploy http-enabled encrypted connections

☐ Set up and verify your site with Google Search Console

☐ Create XML sitemap with SEO relevant pages and follow guidelines to submit it to Google via Search Console

☐ Install Google Analytics

☐ Create and add a robots.txt file to your site to speed up indexing

☐ Identify/fix crawl errors

☐ Make sure your website pages load in three seconds or less

☐ Check the "website uptime" for your website and change hosting providers if necessary

☐ Test your site's mobile friendliness and optimize it for mobile

☐ Fix all duplicate title and meta-description tags (view them using a tool like Screaming Frog or Deep Crawl)

Content Checklist:

☐ Use brief, descriptive URLs

☐ Complete keyword research

☐ Primary keyword to target per each piece of content

☐ Identify and target long-tail keyword variations

☐ Think about questions people ask in search, include answers in your content

√ TECHNICAL

√ CONTENT

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Content Checklist continued:

- Set achievable goals for keyword rankings

- Write engaging title tags and meta-descriptions to encourage click-throughs

- Use one H1 on your page, inclusive of your keyword

- Link to relevant internal and external resources

- Avoid keyword stuffing

- Focus on readability elements (sub-heads, images, graphics, etc)

- Use subheadings and short paragraphs

- Show authority and expertise to generate trust on each topic you choose

- Fix outbound broken links

- Check your content on mobile devices for easy use and readability

- Include semantically related keywords in your copy to improve on-page SEO Create and implement an internal linking strategy for main keyword targets and pillar pages

Offsite SEO Checklist

(Build Links to your home page, service/product pages, news and blog content)

Listings

- Local Business Listings

- Social Media Listings

- News Websites

- Industry Websites and Sponsorships

Earned Links, Referral Links, and Quality Backlinks
In 2016, Google acknowledged that links are a top ranking factor.

While the art of quality link building is not fast or easy, you can get started with this checklist:

- [ ] Research Competitor links with Ahrefs or Majestic SEO

- [ ] Pursue unlinked mentions of your company/brands

- [ ] Reach out to quality, industry bloggers for opportunities to write for them

- [ ] Create link-worthy content and pitch it to journalists, industry bloggers, and websites

- [ ] Set up a content promotion strategy to encourage natural links to your website

- [ ] If your brand generates news and press releases, build a network of journalists to help you share the news

- [ ] Measure your citation and trust flow with Majestic SEO, aim for a score above 30 for both metrics

- [ ] Download the MozBar and monitor your website's domain authority. Set a goal to raise domain authority over a period of time

LINKS