

SEO CHECKLIST

While this is not an exhaustive list of SEO, it is a great start. If you need any help, please reach out. We also offer a full-service SEO Audit that includes content, authority, technical, experience, and social + blog for \$150. This includes suggestions. Contact us for more details.

THE BASICS

- Set up Google Analytics + Google Business
- Index your site with Google
- Set up Google Search Console
- Create a keyword map
- Create and Submit a sitemap
- Find and use your main keywords

THE TECHNICAL STUFF

- Check for HTTPS and inspect URL
- Add structured data
- Make site mobile friendly
- Add workable outbound links
- Find and fix crawl errors
- Check loading speed

THE ON-PAGE CONTENT

- Fix title tags, meta descriptions, and content
- Organize Topic Clusters
- Proper H1, H2, H3 tags
- Run a content audit
- Descriptive Alt Text
- Multiple pages optimized for same keywords

THE OFF-PAGE SEO

- Anchor text diversity
- Target competitors backlinks
- Check for proper NAP information
- Turn unlinked mentions into links
- Assess major review sites
- Toxicity score

USER EXPERIENCE

- Simple Navigation
- Media and pictures load quickly
- Clear descriptions
- Strong CTA's
- Internal linking
- Content shifts while or after loading

