

SEO Checklist

Topic and Keyword Research

- Search your keywords in Google. Use AutoComplete, People Also Ask features.
- Use keyword research tool to get ideas for offers and content.
- Select target keywords with sufficient volume and low competition.
- Target one keyword or keyword theme per page.

Content Organization

- Use a simple page navigation structure with as few main sections as possible.
- Design for fewer long form pages vs. many shorter pages.
- Use headings with keywords to section main ideas on pages.
- Use plenty of internal (deep) linking.
- Prepare sitemaps, add to site, submit to Google Search Console.
- Keep crawl depth to no more than 3 clicks for important pages.

Content Quality

- Trustworthy:** accurate and presents a unique point of view. It delivers on the promise of your value proposition. It includes social proof (case studies, testimonials, reviews, client lists).
- Relevance and usefulness:** stay focused on what is most important for your target client to know in order to be successful.
- Scannable storylines:** break up long pages with logical, compelling headers, and visual elements.
- Actionable (calls-to-action):** highly visible and intuitive path for your target client to take the next step.
- Content mix:** use a mix of promotional and editorial content.
- Adequate length:** For editorial content pages, aim for at least 1,500 words.
- Readable and enjoyable:** Cut-out filler words. Use every-day words vs. technical lingo.
- Images:** Use descriptive ALT tags, and file names. Use aspect ratio” of 16:9, which is social media friendly.
- Links:** Use plenty of internal links across pages, and check that all links are working correctly.
- Mobile-friendliness:** Your site should be built with responsive design.

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Meta Tags

- Title tags:** Each page should have a unique title with at least one of your target keywords, near the beginning of the title. Title tags should be no longer than 66 characters in length.
- Page title <H1>:** Include at least one target keyphrase. Keep it short and interesting.
- Page sub-title <H1>:** Use a sub-title to convey a clear, specific benefit and grab attention.
- Meta description:** Unique for each page. Keep it no longer than 155 characters.
- Page section headings <H2>:** Use target keywords, if possible. Use heading tags, sparingly, to emphasize important text.
- Alt-image text:** use relevant alt-tag text to describe images.

Technical SEO

Google Search Console:

- Sitemap: ensure you have an XML site map in the root directory and is listed in the robots.txt file.
- Submit (or resubmit) your sitemap to Google as needed.
- Check for any crawl errors, and resolve them.

Google My Business

- Claim your business on Google.
- Optimize your Google My Business listing.

Site Speed:

- Keep image sizes as small as possible.
- Eliminate any un-needed plug-ins (if using Wordpress) and HTTP element requests.
- Minimize use of complex, manual styling and CSS.
- Use browser caching.
- Minimize redirects.
- Use a reliable, fast hosting provider.