

SEO CHECKLIST

CONTENT

- DOES YOUR PAGE CONTAIN THE MINIMUM AMOUNT OF TEXT?
300+ Words
- DOES EVERY PAGE HAVE A UNIQUE PAGE TITLE?
60 Characters
- DOES EVERY PAGE HAVE A UNIQUE META DESCRIPTION?
150 Characters
- ARE THERE ALT TAGS ON ALL IMAGES RELATED TO KEYWORDS?
- DOES YOUR PAGE INCLUDE RELATED INTERNAL LINKS?
Link To Relevant Website Resources
- DOES YOUR PAGE INCLUDE EXTERNAL LINKS?
Link To Relevant Third-Party Resources

THE BASICS

- ENSURE **GOOGLE ANALYTICS** IS SET-UP AND WORKING
- SET-UP **301 REDIRECT** TO WORK WITH WWW OR NON-WWW
- SUBMIT **SITEMAP.XML** FILE TO SEARCH CONSOLE
- EXTRA CREDIT** - SECURE WEBSITE WITH SSL (HTTPS)

KEYWORDS

Google recognizes conversational tone. Naturally place important keywords throughout text.

- KEEP IT **UNIQUE**
One focus keyword/phrase per page
- BROAD** PRIMARY PAGE KEYWORD
Broad keywords to obtain the highest search count
- SPECIFIC** POST KEYWORDS
Focus on more specific keywords for smaller, niche searches

BONUS: KEYWORD RESEARCH CONDUCT WITH GOOGLE

Type the keyword/keyword phrase you're considering into Google then...

- NOTE** AUTO-SUGGESTED PHRASES
- COMPARE** DIFFERENT SEARCH COUNTS
- OBSERVE** RELATED SEARCHES

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