2017 SEO Checklist

- ☐ Choose a domain name and check for availability.
    - o Incorporate your primary keyword into your URL (domain name).
    - o Be descriptive, but simplistic.

Your Site

- ☐ Optimize content (text, images, etc.) on each page (descriptive copy to get your message across).
    - o Explain the topic of each of your pages.
    - o Keep text concise and pertinent.
    - o Use at least 100 words on each page. Images that contain wording do not count as text by search engines.
    - o Use common speech patterns in your text with bulleted, easily read copy.
    - o Use your keywords in context.
    - o Use synonyms in addition to keywords.
    - o Do not just list keywords; content must flow sensibly for readers.
    - o Use fresh content; Quote but do not plagiarize content from any outside source.

- ☐ Keyword Research
    - o What search words would potential clients use to find you?
    - o Google and Bing are no longer as focused on keywords as they once were. But some keyword research is advised. A great deal of help is available online.
    - o Check out high-ranking competitors' sites.
        - ▪ What keywords are in their text?
        - ▪ What type of links do they display?

- ☐ Use only one "H1" tag on each page, before any other "H?" tags, preferably containing your keyword.

- ☐ Use additional "H?" tags (i.e., H2, H3, …)

- ☐ Navigation buttons should be short and descriptive.

- ☐ Include images and videos whenever possible.
    - o Use descriptive filenames for all images and videos
    - o Include "ALT tags" for each image and video.

- ☐ Include Links to other sites
    - o Be sure to link only to valid, live websites.
    - o Use search-friendly anchor text for all internal links, as well as hyperlinks.
    - o The text visitors click to link elsewhere should be descriptive of where they're going when they click.

- ☐ Use title tags on each page; when possible, include your keyword.

- ☐ Include meta descriptions for each page of approximately, but no more than, 160 characters, that include your primary keyword.

- ☐ Test to be sure your site is responsive to various web platforms (browsers), as well as mobile devices.

WordPress Users

- ☐ Install a Google Analytics plugin.

- ☐ Install Yoast SEO
  - o This is currently the premier SEO plugin – and it's free! Filling in the Yoast criteria for each page and post is the simple way to get a handle on your optimization.
  - o Check Yoast SEO errors and correct at least the red markers.

The Search Engines

- ☐ Register your site
  - o Google
  - o Bing

- ☐ Create an XML sitemap and submit it to Google and Bing.

- ☐ Create a Robots.txt file and submitted it to Google and Bing.

- ☐ Google Search Console
  - o Add site pages to Google Search Console to increase the visibility of your website.
    - ▪ The process of adding webpages to Google searches is called "Indexing."
  - o Check Google's Search Console for errors that Google has found and follow steps provided.

- ☐ Google Analytics (usually no need for paid version)
  - ▪ Google Analytics is a free web analytics service that tracks and reports website traffic.

- ☐ Check your site speed with Google PageSpeed Tools. Statistically surfers allow about 10 seconds for sites to load.

- ☐ Bing Webmaster Tools
  - ▪ Bing's Webmaster Tools is similar to Google Analytics, providing data to optimize your site.

- ☐ Test your completed site with Browseo
  - ▪ Browseo is a free app that enables a further scan of your site, for additional technical errors.

- ☐ Run Screaming Frog
  - ▪ This service will scan your site for find broken links, errors, and crawl problems.

- ☐ Use an SEO Audit Tool to double-check everything once you're live.

Social Media

- ☐ Create business pages on social media, including:
  - o Facebook
  - o LinkedIn
  - o Google+
  - o Twitter
  - o Yelp
  - o YouTube
  - o Pinterest
  - o Etsy
  - o Flickr
  - o Etc.

CHELSI GRAPHICS

719-663-5972