

Your SEO Checklist

ON-SITE ELEMENTS

Search engines publish webmaster guidelines and best practices to help them understand site structure and content. However, on-site elements are important for visitors as well as search engines. Do your site's basic on-page factors meet these standards and cater to your end users?

- Page Titles
- XML Sitemap
- Page Meta Descriptions
- Site Architecture
- Header Tags (H1, H2, etc)
- Server Responses
- Robots.txt
- Site Security & HTTPS

WEBSITE CONTENT

Is your site's content fresh, helpful, substantial, and relevant? Do you have a discernible content strategy that aids in copy and design decisions? Content should be presented in formats that visitors and search engines can understand.

- Content Readability
- Structured Data
- Content Production

LINK PROFILE

Link building isn't irrelevant—it's just evolved. Links convey trust and authority. Search engines place more value on pages and sites with high quality inbound links. So, do relevant, credible sites link to yours?

- Link Quality
- Link Quantity

DESKTOP SITE SPEED

Are your site's assets configured or compressed to minimize load times? Search engines favor fast load times because they provide a better user experience.

- Page Size
- Page Load Time
- Resources and Caching
- Asset Compression

MOBILE USER EXPERIENCE

Is your website accessible and easy to navigate on mobile devices? Search engines evaluate mobile websites separately from the desktop version.

- Mobile Site Speed (4G)
- Mobile Friendly Design

WEBSITE ANALYTICS

Is the website properly set up to collect and analyze user behavior and goal completions? Visitor and conversion data is essential to understanding how well your site is performing and identifying areas to improve.

- Google Analytics
- Google Tag Manager

LOCAL SEARCH

Are physical locations properly represented and promoted in local search results? Web search and Google Maps search rankings depend on descriptive content in your business listings and favorable reviews.

- Google My Business
- Local Citations

HISTORICAL KEYWORD RANKINGS

How have keyword rankings trended over the last six months? The last year? Monitoring your digital footprint is essential for prioritizing opportunities and identifying competitors.

- Keywords in Top 20
- Total Positions