A short guide to get your
site dialed in to convert

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2020 HVAC On-Page SEO Checklist

FRONTSIGHT

HVAC DIGITAL MARKETING

META ELEMENTS + KEYWORD TARGETING

These are the most important words on your page… that aren't exactly on your page. It's important to take care of the elements listed below before turning your attention to what visitors will actually read on your site.
Note: this checklist assumes you've already done proper keyword research
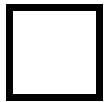
☐ TITLE TAGS

- Limit your title tags to 55-60 characters (including spaces)
- Push the keyword closer to the beginning of the title, but ONLY if it sounds natural
- Don't stuff your keywords
- Include your brand at the end of the title tag, separated by a pipe bar (|)
 - o Example: "Chicago SEO | Digital Third Coast"
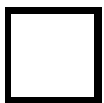
☐ URLS

- Label your directories and folders in a way that makes sense for users
  - o socks/women
  - o socks/kids
- Don't repeat keywords in your URL more than once. Keywords are helpful, but overdoing it effects user experience
  - o Example: /best-socks-comparison-best-socks-best-socks?
- Keep URLs as short as possible

META ELEMENTS + KEYWORD TARGETING
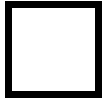
HEADERS

- Keep your H1s limited to one per page, all other headers are H2 or H3
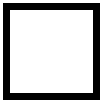
META DESCRIPTIONS

- Meta descriptions are what entice people to click on your listing if they see
  it in their search results Highlight something unique about your page
  and when relevent, include a geo-qualifier
- 300 characters or less (including spaces)

PAGE CONTENT

This is what your visitors will read, so it needs to be written with them in mind. That being said, page content is still essential for search engines, so remember these tips when creating new content.
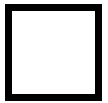
PAGE COPY

- Aim for at least 500 words of copy
  - o Although there is no exact formula for how many words a page should have, Google seems to prefer when a page has a lot of content surrounding your targeted keywords
- Copy must be unique to each page, not duplicated from other pages on your site, and should directly address your visitors' search queries
- Push the keyword closer to the beginning of the title, but ONLY if it sounds natural
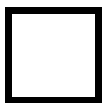
INTERNAL LINKING

- Internal links are links that point from one page on your site, to another
- Make sure your page content includes 1-3 relevant internal links

SITE SPEED

Google has a tool called <u>PageSpeed Insights</u> that will analyze your site on mobile and desktop, and suggest tips to optimize your site speed. There are also quick fixes to eliminate whatever is bogging your site down:

- Minimizing HTTP requests

- Making sure server response time is <200ms

- Setting browser caching to at least a week or longer

- Enabling Gzip compressiom

- Having image sizes under 100kb (.jpg, .png, .gif)

- Placing all CSS in an external stylesheet

- Minifying all JS, CSS and HTML

- Prioritizing above the fold content loading

MEDIA
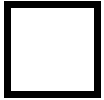
☐ ## ALT TEXT FOR IMAGES

Search engines can't actually see images, so they rely on alt text to read and understand them. Writing an alt attribute for each image keeps your website in compliance with WCAG (Web Content Accessibility Guidelines). Keep the following things in mind when writing alt text:
• Thoroughly describe the image in 8-10 words
• Include your targeted keyword where it sounds most natural
• Include, if relevant, a geo-locator (e.g., Chicago)
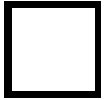
☐ ## VIDEO OPTIMIZATION

• Use video-hosting software like Wistia
• Host your videos on your own site first, then post them to other sites, like YouTube
• Include keywords in video titles, descriptions and transcripts
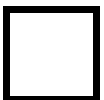
☐ ## SOCIAL TAGS

Having your content shared on social tells Google that people find your content relevant, helpful and reputable. Not every page on your site is shareworthy, but you can optimize the pages that are with these tips:
• Make sure you have Open Graph tags and Twitter Cards installed
• Make it easy with "tweet this quote" links, or social share buttons for each post

GET YOUR ONLINE MARKETING RIGHT

✔ **Check what you are doing**   ✗ **Cross out what you are not doing**

◯   Do you have a website?

◯   How many phone calls are you getting each month from your website?

◯   Is it properly optimized for search?

☐   Do you have your main keyword in the title tag on each of the pages of your website? E.G. Your City Plumber I Your Company Name

☐   Do you have pages for each of your core services?

☐   Do you have pages for the brands that you service?

☐   Do you have unique content on each of the pages of your website?

☐   Are you helping Google understand your true service area?

GET YOUR ONLINE MARKETING RIGHT

○ Does your website rank on page one for your most important keywords like "your city Plumber","your city Plumbing", your city AC Repair", etc.?

○ Is your website optimized for conversion (visitors to callers)?

☐ Do you have the Phone Number in the top right corner on every page?

☐ Are you using authentic images/ video? Photo of the owner, photo of your trucks, photo of your team, etc.?

☐ Do you have a compelling Call To Action after ever blog of text?

○ Is your website MOBILE site friendly?

○ Are you consistently creating new content, blogging and creating new inbound links back to your website?

GET YOUR ONLINE MARKETING RIGHT

○   Have you optimized correctly for the Google Map Listings?

☐   What is your Google Login for Google Plus & Google Places?

☐   Have you properly optimized your listing?

☐   Are you on all the major online directory listings with the same company name, address & phone number?

☐   How many online reviews do you have?

☐   Do you have a proactive strategy for getting new online reviews ever day?

○   Are you active on Social Media?

☐   Do you have your business profiles setup on Facebook, Twitter, Google+, LinkedIn, You Tube?

☐   How many likes do you have on Facebook?

☐   Are you updating your social profiles on a daily basis?

GET YOUR ONLINE MARKETING RIGHT

◯ Are you leveraging Email Marketing?

☐ Do you have a database with your customer email addresses?

☐ Are you sending out a monthly email newsletter?

☐ Are you leveraging email to get online reviews & to draw customers into your social media profiles?

◯ Are you taking advantage of paid on line marketing opportunities?

☐ Do you have an AdWords Campaign?

☐ Are you strategically targeting with specific ad groupstext ads & landing pages?

☐ Do you have a premium ad on Angie's List, Yelp, CitySearch, VP.com?

☐ Are you taking advantage of Paid Lead Services - Home Advisor, etc.?

GET YOUR ONLINE MARKETING RIGHT

○ Do you have the proper tracking in place to gauge your ROI?

☐ Google Analytics

☐ Keyword Ranking Tracking

☐ Call Tracking

☐ CRM with tracked lead sources

☐ Google Webmaster Tools