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STEP ACTIONABLE SEO CHECKLIST

— CREATED AND CURATED BY CERTIFIED EXPERTS —

FACEBOOK

Google

HubSpot

HOW TO IDENTIFY KEYWORDS THAT RESULT IN PAGE 1 RANKINGS

☐ ANALYSE COMPETITORS' KEYWORDS

With 'competitor research' you're just basic research away from discovering your competitor's keywords and taking SEO measures to outrank them.

33%

☐ COLLECT CORE KEYWORDS

Finding semantic keywords that perfectly describe your business will help you rank for the most relevant queries and achieve top position SERPs.

33%

☐ GROUP THE KEYWORDS FROM THE FINAL LIST

Splitting keywords into neat little semantic clusters facilitates the distribution of keywords between the site's pages and eliminates the risk of several pages of one site competing for the same query.

34%

HOW COMPETENT/INCOMPETENT IS YOUR SEO AGENCY?

☐ HAVE THEY INSTALLED A WEB ANALYTICS TOOL AND SET UP GOALS?

Set up conversion goals using a web analytics tool to track traffic and user engagement on your website. Set up goals in alignment with your marketing strategy and make tweaks on the fly.

2.5%

☐ HAVE THEY ADDED YOUR WEBSITE INTO GOOGLE SEARCH CONSOLE?

Add your website to Google search console and track site's rankings in Google Search results. It helps you spot the crawling and indexing related issues on your site and optimises overall performance.

2.5%

☐ HAVE THEY REGISTERED YOUR LOCAL BUSINESS IN GOOGLE MAPS?

Get your business listed for local queries in Google maps by completing a simple registration process. Getting listed in Google maps will offer greater search visibility for your site and help local users to find your product and services easily.

2.5%

<input type="checkbox"/>	HAVE THEY DEVELOPED A LOGICAL SITE STRUCTURE?	Logically structured websites binds together different elements of your site, name, page and subpages. A transparent logical structure will allow search bots to easily scan the site and all its pages.	10%
<input type="checkbox"/>	HAVE THEY SECURED YOUR WEBSITE BY MOVING TO HTTPS?	An influential ranking signal since 2014, HTTPS protects your site users' personal information like billing and banking data from potential attackers. It ensures your site's security, thus insulating visitor information and other sensitive details from theft or manipulation.	2.5%
<input type="checkbox"/>	HAVE THEY DEFINED A PREFERRED DOMAIN (WWW OR NON-WWW)?	Search engines view www.example.com and example.com as two different pages. You should define a preferred domain so that a user will be redirected to a specific page, irrespective of whether they search for the www version of your page or not.	2.5%
<input type="checkbox"/>	HAVE THEY CREATED A ROBOTS.TXT FILE?	Robots.txt is a standard used by a website to instruct search bots when and when not to crawl its webpage. The communication standard prevents search bots from crawling and indexing web pages that contain database information and other sensitive details.	5%
<input type="checkbox"/>	HAVE THEY CREATED AN XML SITEMAP?	XML sitemap serves as a guide for Google to reach and index all the important pages on your website in accordance with crawl priority and budget. A well-created sitemap makes crawl bots jobs easier and makes sure that it reaches all your important web pages.	2.5%
<input type="checkbox"/>	HAVE THEY SET A LANGUAGE WITH .HREFLANG ATTRIBUTE?	If your website wants to cater content to geographical locations inhabited by people who speak different languages, hreflang attribute serves the corresponding language URL in the search results, based on the native country and language preferences of the searcher.	2.5%
<input type="checkbox"/>	HAVE THEY MADE YOUR URLS SEO FRIENDLY?	Including relevant keywords in your website URL will help both users and search bots to understand the content of the particular page right away. Studies have revealed the correlation between well-optimised URLs and page ranking.	7.5%

☐ **HAVE THEY USED BREADCRUMBS?**

Breadcrumbs are tiny graphical elements serving as a route map for website visitors who are navigating from one page to another. It helps users and search engines to make better sense of your site's information architecture and page hierarchy.

3%

☐ **HAVE THEY CREATED AN SEO-FRIENDLY INTERNAL CROSS-LINKING?**

Internal cross-linking is the most organic way of linking different pages on your website. Internal cross-linking plays an instrumental role in circulating link value between relevant web pages and building the authority of your website.

10%

☐ **HAVE THEY THE CHECKED HTTP STATUS CODES?**

Stable HTTP status codes are central to making sure all your web pages are working properly. Search engines make a point of devaluing websites with pages that carry an inordinate amount of wrong response codes.

3%

☐ **HAVE THEY USED CANONICAL URLS?**

Having the same content on various pages of your website can confuse search engines into viewing it as duplicated content. You should assign a rel="canonical" tag to the specific page you want search bots to crawl and index.

3%

☐ **HAVE THEY CHECKED THE MARKUP VALIDITY OF WEB DOCUMENTS IN HTML?**

It's important that the coding on your website complies with open standards. Ensuring markup validity is key to sustaining the quality of your web pages. Likewise, a faulty series of HTML code can end your hopes of attaining high ranking in search engine result pages

5%

☐ **HAVE THEY FIXED ALL BROKEN LINKS?**

Broken links, when left unfixed, can affect user experience and have an adverse impact on a website's ranking. Non-working links will turn users off and send bad signals to Google which will, in turn, devalue your website.

10%

☐ **HAVE THEY BEEN MINDFUL OF THE NUMBER OF OUTBOUND LINKS?**

It's a terrible idea to indiscriminately offer lots of outbound links on your website as Google can interpret them as the low editorial standards of your website and end up lowering your rankings in search engine result pages.

10%

☐ HAVE THEY IMPROVED YOUR PAGE SPEED?

The faster your web pages load, the better their chances of ranking well in the search engine results page. Fast loading pages tend to produce sustained user engagement and enjoy greater visibility on SERP.

15%

☐ HAVE THEY CREATE A 404-ERROR PAGE?

You get a 404-error on websites in the event of mistyped URL, redirection or deletion of a page. Status code, points towards a non-existing page and gives visitors information about what might have happened to the page they were looking for.

2%

HOW TO STEAL MARKET SHARE FROM YOUR COMPETITION

☐ CREATE A MOBILE VERSION OF THE WEBSITE

Search trend shows a rapid shift towards a growing number of people choosing mobile-based search queries over the traditional desktop queries. Google is now pushing for mobile-first indexing and has made mobile optimisation a major ranking factor.

70%

☐ IMPROVE MOBILE LOADING SPEED USING AMP

The loading speed of your website can make or break google ranking. Google urges webmasters to use Accelerated Mobile Pages (AMP) technology that can improve the loading speed of your website.

30%

THE MOST COSTLY SEO MISTAKES

☐ WRITE A UNIQUE TITLE FOR EACH PAGE OF A WEBSITE

A title tag should define what a page is all about. It helps search engines and visitors to understand the content on a page. Writing neat and accurate title tags is the first step towards optimising a web page.

7.50%

☐ CREATE UNIQUE META DESCRIPTIONS FOR EACH PAGE

A meta description is a keyword-rich brief write up about a webpage that appears in SERP and other media for relevant queries. It should give searchers an overview of your page so that they can decide whether to visit your page.

7.50%

☐ **OPTIMISE H-TAGS (HEADING TAGS)**

Heading Tags offer clear-cut instruction to search engines about headings and subheadings on a page in order of importance. In HTML code there are six levels of heading tags of which H1 is the most powerful.

10%

☐ **USE ALT TAGS FOR EVERY IMAGE**

The alt tag is a brief description (usually 3 to 5 words) of an image. It describes the content of the image and helps search engines to make quick sense of the image. If an image is not fully displayed in the search results, users will still be able to read its description.

15%

☐ **OPTIMISE CONTENT BOTH FOR ROBOTS AND HUMANS**

It's absolutely vital to create content that appears natural to search bots and users alike. You should make sure to insert relevant keywords in such a manner that they don't look out of place or unnatural.

15%

☐ **CREATE FRESH AND TRENDY CONTENT**

Always make a point creating unique and fresh content that offers real value to your users. Your goal should be to produce content that is engaging and useful.

20%

☐ **DEVELOP A CONTENT PLAN**

Creating a detailed content plan that contains preset pieces to be published consistently for a specific period of time. Publishing content on a frequent basis will help your website rank well in search results.

12.50%

☐ **ADD A BLOG TO YOUR WEBSITE**

When published periodically, a blog plays an instrumental role in ensuring the sustained engagement of visitors on your website. A blog can also improve your site's position in search results.

12.50%

THE LITTLE-KNOWN SEO HACKS

☐ **MIND THE VOLUME AND QUALITY OF THE BACKLINKS**

Google views a backlink as a vote of confidence a site receives from another website. Since backlink can make or break your site's rankings in search results, it's important that you strike a balance between quality and volume of your backlink portfolio.

28%

<input type="checkbox"/>	ANALYZE THE BACKLINKS OF COMPETITORS	Make competitor backlink research a major part of your link-building strategy. Analysing the backlink portfolio of a competitor's high-ranking website will give you the tips and inspiration to build your backlink portfolio.	7%
<input type="checkbox"/>	CREATE A LINK-BUILDING STRATEGY	A link building strategy is carried out with the intention of earning backlinks from high authority websites. To improve your rankings, you should seek backlinks from websites that are relevant to the products or services your website offers.	22%
<input type="checkbox"/>	COLLABORATE WITH WEBSITES BY SHARING RELEVANT CONTENT WITHIN THE NICHE	Earning a backlink from a website that is relevant to your business is more important than earning one from a totally irrelevant website.	10%
<input type="checkbox"/>	PARTICIPATE IN FORUM DISCUSSIONS AND ANSWER THE QUESTIONS IN THE FIELD	Posting content on the relevant forums will give you a better chance of engaging potential prospects who may be interested in your products or services. Grow traffic to your site by attracting the users on forums with valuable content.	13%
<input type="checkbox"/>	ENCOURAGE USERS TO WRITE REVIEWS ABOUT YOUR SERVICE	Search engines closely monitor brand mentions and reviews of your online business. The greater the reviews you get, the better your site's ranking in search engine results page.	5%
<input type="checkbox"/>	USE IMAGES, VIDEOS, AND DOCUMENTS FOR WEBSITE PROMOTION	Promotional materials in the form of images, ebooks and webinars are capable of optimising the online visibility of your website in search results. Optimise your multimedia to achieve desired results.	15%

THE ROLE SOCIAL MEDIA HAS IN SEO

<input type="checkbox"/>	LEARN THE SOCIAL SIGNALS MODEL OF THE INDUSTRY	Increased social media signals can significantly improve your site's ranking in a search engine results pages. Socials signals are closely linked with greater user engagement and better visibility of your website.	55%
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☐ **STRIVE TO CREATE VIRAL CONTENT**

Publishing appealing materials on social media platforms like Facebook, LinkedIn and Twitter can broaden the virality of your content. It is the most effective means of attracting attention to your brand and growing traffic to the website.

5%

☐ **ADD SOCIAL MEDIA BUTTONS TO A WEBSITE**

Placing all the key social media buttons on a page will allow visitors to share it on social media channels as they engage with the content. Website users should be able to share your page content with a single click.

10%

☐ **USE OPEN GRAPH PROTOCOL FOR SOCIAL MEDIA POSTS**

Open Graph is a set of meta tags that compile all the relevant details into an appealing structure, thus attracting more clicks from users. With open graph correctly implemented on your website, users can see a page's headline, description and preview in a thumbnail format.

30%