Information Needed	Company Information	Notes										
NAP Information												
Business Name												
Address 1		For country specific address formats visit: http://wwv	v.upu.int/	en/activi	ties/addr	essing/po	stal-addr	essing-sy.	stems-in-i	nember-co	untries.h	tml
Address 2												
City												
State												
Zip Code / Postal Code												
Country												
Local Phone Number												
800 Phone Number (if any)												
Website												
Other Business Information												
Fax Number												
Email Address												
Location Landing Page 1												
Location Landing Page 2												
Location Landing Page 3												
Business Hours (Monday)		For multiple locations, double check the hours for each	h location	as they r	nay vary							
Business Hours (Tuesday)												
Business Hours (Wednesday)												
Business Hours (Thursday)												
Business Hours (Friday)												
Business Hours (Saturday)												
Business Hours (Sunday)												
Business Categories		Use only the most relevant categories										
Google My Business URL												
Specific cities / areas served												
Logo URL												
Social Media												
Facebook Page URL												
Twitter Handle												
YouTube												
Pinterest												
Instagram												

Initial Questions to Ask Client	Notes
Business Specific Questions	
Has the business previously used other names?	List all previous names
Was the business previously located at a different address?	List all previous addresses
Has the business used any other phone numbers?	•
Does the business use any call tracking numbers?	
How many locations does the business have?	For multiple locations, get NAP information for each location (see business info tab)
What is the average value of a sale?	If different services are provided, answer this for each of the top services
What is the lifetime value of a customer?	
How much revenue should the website generate each month?	
Does the business have any quality images and videos?	
What are the top services provided by the business?	
Does the business have any certifications, specialities or anything noteworthy?	
Has the business received any awards?	
Does the business service any well-known brands?	
Does the business have any customer reviews or testimonials?	
,	
Website Specific Questions	
Has any previous SEO work been done?	
Has your website ever been penalized by Google?	
How many websites does your business own?	
Does the business own other domains?	Check for any 301 redirects
When was the last time your website was redesigned?	
Where is the website hosted?	
Where was the domain name purchased?	
What keywords do you think searchers would use to find your website	Get 3-5 initial ideas from business owner
Who is the target audience?	
What is the primary and secondary call-to-action?	Buy a product, fill out a contact form, call a phone number, etc.
What goals should the website help the business accomplish?	
Account Questions	
Can you provide access to your Google My Business account?	
Is the GMB profile fully complete?	
Does the business have a Google Search Console account & can provide access?	
Does the business have a Bing Webmaster Tools account & can provide access?	
Can you provide access to any citation listings you currently have?	
What social media profiles does the business have / use?	
Questions for SEO to Find Out	
How many backlinks does the business have?	
What is the domain authority of the website?	
What is the trust flow and citation flow scores?	

FINAL KEYWORD LIST									
Keyword / Keyphrase	Search volume	KD Score	Landing Page						

	Business Analysis									
Name	Competitor Website	Top Keywords	Domain Authority	# of Total Back Links	# of Root Domain Back Links	# of Citations	Citation Score (Moz)	Monthly Traffic	# of Google Reviews	Notes
		Top Online Co	mpetitor	'S						
Competitor Name	Competitor Website	Top Keywords	Domain Authority	# of Total Back Links	# of Root Domain Back Links	# of Citations	Citation Score (Moz)	Monthly Traffic	# of Google Reviews	Notes

ON-PAGE OPTIMIZATION CHECKLIST

DONE TASK NOTES

ACCOUNT CREATION & SETUP	
<u>Create Google Webmaster Tools account</u>	
Create Bing Webmaster Tools account	
<u>Create Google Analytics account (and integrate)</u>	
ON-PAGE OPTIMIZATION	
Website uses SEO/user friendly URLs	
Set a preferred URL	
Optimize page title tags	
Optimize page description tags	
Optimize header tags on landing pages (h1, h2)	
Duplicate/spun content removed	
List business hours on landing page / contact page	
Embed map on contact page	
Mobile friendly landing pages	
Verify website appearance on mobile devices	
Page speed 3 seconds or less for each page	
<u>Test for existing schema</u>	
Select appropriate schema business category	
Add full local business schema	
- add product schema (if needed)	
- add offer schema (if needed)	
- add event schema (if needed)	
- add review schema (if needed)	
Test schema for accuracy	
Appropriate content length on all landing pages	
Include correct NAP info on location pages	
Include correct NAP info on contact page	
Create XML Sitemap & Add to Google Webmaster Tools	
IMAGE OPTIMIZATION	
Optimize logo	
Geotag images	
Include alt tags for all images	
Use keyword rich image file names	
Optimize images for speed	
DEMESTIC O COCIAL DROOF	
Include reviews / testimonials on website	
Include links to top review sites	
•	
Include links to social media profiles / pages	
OFF SITE FACTORS & SOCIAL MED	DIA
Set-up YouTube Channel for Business	
- add NAP info to video description	
- geoTag the videos	
Add images to panoramio.com and geotag	
Add NAP information on Facebook, Pinterest, etc.	
ridu ivii information on racebook, rinterest, etc.	

	LOCAL BUS	INESS CITATION
TASK	DONE	
Google My Business Checklist		
Create Google My Business Page		
Verify Google My Business Page		
Verify use of correct NAP information		
Verify correct website URL is used		
Select only appropriate categories necessary		
Fully complete Google My Business profile		
- write full business description		
- include business hours		
- add business logo		
- add at least 5 business images		

TASK	DONE
List with 4 aggregators	
List with top citation sources	
List with local citations	
List with industry citations	
Verify consistent citations	
Remove duplicate listings	

Citation Name	Username	Password	Status	Notes	Reviews
Google My Business	example@clientdomain.com	rdt!(j <pbentt6#r< td=""><td>Live</td><td></td><td>3</td></pbentt6#r<>	Live		3
Yelp	example@clientdomain.com	JWc>VrD)822r'),m	Live	Approved 11/12/15	2
Yellow Pages	example@clientdomain.com	bgm\$?~`SahAR5\$	Pending	Submitted on 11/18/15	-

	Back Link Tracking									
Date submitted	Website	Contact	Achor text	Landing page	PA	DA	DF/NF	Linking Domains	Status	Notes
										<u> </u>
										-
										+
										+
										+
										-
										+
										+
										+
								_		

	Redirects							
Date	Old URL	New URL	Notes					
L								