Place link to Calibtech on linkedIn 👍

Setup the title and Meta description

Featured snippets with img

Knowledge graph (CIA world fack book)

How to create a focus key phrase (look at semrush)

Use key phrase in the meta description, title in head (60char max), headings and introduction (first paragraph) \*possibly links

“Calibration services”

Create a keyword strategy

Text

Description automatically generated

* What makes you unique
* What is your mission
* What word does you audience use when looking for your services
* Use google trends to check your keyword
* Research you competition
  + Use incognito to see where you rank specifically
* Set your homepage as your business website (for clicks)
* Social media links
* Keyword should not be more then 2% of the page content

Google preview\*

How to build facebook and twitter preview snippits for my site

Structured data code\*

Create a sitemap

Canonical url (original url)

Get list of SEO tick boxes