

# SEO CHECKLIST (2017)

Here is a list of tasks that you can follow while undertaking an SEO campaign,

- Setup Google Suite (Search Console, Analytics, Adwords, My Business).
- Generate and Submit Sitemap.xml to Google Search Console and Bing Webmaster (Tool- [Sitemap Generator](#)).
- Setup Bing Webmaster & Bing Places.
- Create a Robot.txt File.
- Check and Fix Canonicalization Issues.
- Check for 301/302 & 404/500 and other Server Errors.
- Consider using Accelerated Mobile Pages for improving mobile load times.
- Use the SEO Tools provided in Google Search Console to further Improve Visibility- This includes Structure Data, Rich Cards, HTML Improvements, Manual Actions and Accelerated Mobile Pages (If Active).
- Undertake a Keyword Research & Analysis (Tool - Google Adwords, [Keyword Tool](#)).
- Keyword Research for Voice Search (Tool- [Answer the Public](#))
- Undertake a Competitor Analysis - Focus on Keywords Targeted, Website Structure and Backlinks. (Tool for Backlink Analysis - [Majestic](#))
- Include a Sitemap on your Website Footer.
- Create a Worksheet for On-Page Optimisation Structure- Columns include Keywords Targeted, Target URL, Meta Title and Meta Description.
- Download a SEO Plugin/Extension - If you are using a custom built CMS then make sure that your web developers have included an SEO module. This should give you

the ability to edit Meta Tags, Meta Descriptions, Re-write URL's and insert Alt-Tags for Images.

- Add Meta Title, Meta Descriptions and URL's on the Website.
  - Edit Content of the Website in order to target keywords effectively- Be sure to add Heading Titles (H1, H2, and H3), use the targeted keywords within the content of the web pages and make sure the content length is more than 500 words.
  - Consider [RankBrain](#) While Creating Content for Target Pages.
  - Check for Content Duplication.
  - Create Internal Links across the Website.
  - Create a Blog Section on your Website.
  - Run a Comprehensive SEO Report using a Third Party Tool - This will provide a comprehensive report on your website from an SEO point of view. This includes URL structure, H1, H2 and H3 Headings, Keyword Density, Broken Links, Mobile Responsiveness and number of other SEO factors (Tool - [SEO SiteCheckup](#))
  - Check Website Load Speed. (Tool- GT Metrix, Google Page Speed Insights)
  - Install a SSL Certificate.
  - Check Mobile Responsiveness (Tool - [Mobile Friendly Test](#))
  - Setup Social Media Profiles for your Brand Name.
  - Setup Social Media Meta Tags.
  - Create an Off-Page Optimisation Strategy.
  - Create a Content Marketing Strategy.
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**About Us-** Websites 'N' More is a [SEO company](#) based in Sydney. Our [SEO Experts](#) have managed campaigns for clients across various Industries including, Manufacturing, Legal, Catering and Recruitment. Our SEO's have a success rate of 90% when it comes to achieving Page 1 rankings.