Confidential SEO Checklist 2016-03

Kickoff:
- Document SEO elements of each page on old site
    o URL, title, H1, H2, meta description & meta keywords
- Document current Google rankings
- Domain Registration
- Hosting
- Previous SEO work
- Recent changes?
- Penalty check
- Initial discovery

A - Architecture:
- Appropriate pages indexed?
- Data capture
    o Google Analytics
    o Google Search Console
- Information Architecture
    o Organization of Content
    o Labeling of content
- Site speed
- Mobile friendly
- 301 redirects
- Yoast installed & configured correctly
- www vs non-www
- http vs https
- Canonical tag implemented correctly
- OG tags implemented correctly
- Schema implemented correctly
- Server response codes
    o 200, 301, 404
- Robots.txt
- Semantic HTML
- Sitemaps:
    o XML
    o HTML
- Breadcrumbs on all pages except home

- Ability to have & edit unique: URL, Title, H1, Content, Images
- SEO & User friendly URL structure
- Broken internal/external links & images
- Call tracking setup

C - Content:
- Searcher intent (keyword) research
- Relevancy of content
- Quality of content
  o Expertise, Authoritative, Trustworthy, Utility, Presentation
- Quantity of content
  o Enough text on pages
  o Enough pages
- Presentation of content
- Supplementary content
- Target keywords align with referrals in Google Analytics?
- Target keywords align with Google Search Console Queries?
- Keywords use in URL, H1, Content, Images
- KW stuffing
- Homepage appropriate keyword focus
- Homepage static content
- Optimized default on-page SEO format
  o default title format, default heading format & default meta description
- Geographic vs topical signals
- NAP on site
- Schema
  o Local Business schema
  o Review schema
- Duplicate content
- Internal links
- External links
- Privacy page
- Content formats: short/long text, images, video, pdf, slide decks, infographics

Engagement:
- Onsite Engagement:
  o CTAs
  o Onsite reviews in Schema

- o Phone prominent
- o Easy to social share web content?
- o Comments
- Offsite Engagement:
  - o Backlinks
    - Quantity
    - Quality
    - Relevancy
    - Velocity
    - 404
  - o 3rd party reviews
  - o NAP citations
    - Quantity
    - Quality
    - Relevancy
    - Consistency
  - o Social
    - Facebook, Twitter, Linkedin, YouTube & G+ setup
    - Appropriate level of activity?
  - o Google My Business
  - o Referring websites
  - o Reputation management issues
    - Brand search
    - Brand + reviews search
    - Key person search
  - o What kw's drive traffic
  - o What content drives traffic
  - o Google Knowledge Graph

Competition:
- SEO
- Content
- Reviews
- Social
- Backlinks
- Keyword targets
- Traffic from organic search
- Traffic from Google AdWords