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Design

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5 PART SEO STRATEGY

Checklist



TECHNICAL

- () Website Structure
- () Index Mapping
- () SSL
- () Page Speed Loading under 3 seconds (less then 1 second preferred)
- () Mobile Designed
- () No Broken Pages/Links
- () Crawable coding
- () Sitemap
- () Canonical tags
- () Javascript / JQuery optomization



ON PAGE

- () Use short, descriptive URLs
- () Social tags
- () Meta Tags
- () Outbound link strategies
- () Image Alt tags/Text
- () Naming scheme
- () Add internal links
- () Solve the reader's problem
- () Subheadings
- () Break things up with images
- () Content Audit
- () Add a table of contents





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OFF SITE

- () Evaluate your backlink profile
- () Check your competitors' backlink profiles.
- () Reclaim lost links
- () Pursue unlinked mentions
- () Publish guest posts
- () Pitch resource pages
- () Find people linking to inferior content
- () Tell more people about your content
- () Optimize your site's on-page SEO.



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LOCAL

- () Know your ranking factors
- () Optimize your domain
- () Optimize Google My Business
- () Get social and get niche
- () Encourage user reviews and ratings
- () Generate backlinks and referral traffic
- () Don't forget about mobile usability





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REPORTING

- () Set up your Google Search Console
- () Set up your Google Analytics
- () Install an SEO plugin
- () Traffic channels
- () Maximize Conversion rates
- () Geographic Data
- () Focus on Source Leads
- () Page Traffic
- () Increase Time On-Site
- () Decrease Bounce Rate