

QUICK TIPS TO BOOST YOUR
WEBSITE'S RESULTS IN SEARCHES

seo checklist

what you can implement yourself

- Use a custom domain name for your website that is unique and concise.
- Use your custom domain in your business email.
- List your contact information, including website, in your email signature.
- Leave positive reviews for products/companies and include your own customized signature.
- Show and link your social media accounts and posts on your website.
- Include links to your website in your social media accounts and posts.
- Link to your website in every email newsletter.
- Claim your business on directories such as Google & Yelp, complete the business listings, and upload current, relevant photos.
- Encourage satisfied customers to post online reviews with a follow-up email.
- Quickly respond to online reviews, both positive and negative.
- Regularly engage on social media accounts, responding privately and publicly.
- Post on related business forums; using keywords and your signature.
- Claim your physical address on Google Maps.

what to expect from your web designer

- Use relevant image names, captions, descriptions and ALT information.
- List contact information on all pages; generally in the footer.
- Internally connect and link pages and create an intuitive navigation menu.
- Update site and page descriptions, using keywords.
- Connect with Google Search Console; track search analytics.
- Create relevant and unique page names/titles, easy to understand, short URLs.
- Ensure the site is mobile friendly and loads quickly.
- Utilize Title/Header/Sub-heading/Body structure on each page.
- Create a custom 404 error page with links back to the homepage.
- Link Logo to homepage on all pages.
- Hyperlink all email addresses.
- Link to other well-respected, related sites.
- Regularly check for broken links, and fix them or delete the link.
- Optimize content and multimedia for readability and optimal page loading.
- Include a well-designed, user friendly Contact page or section for users.
- Follow the “3-click” rule for site structure and navigation.

SEO CHECKLIST

- CUSTOM DOMAIN NAME
- CUSTOM DOMAIN EMAIL
- CONTACT INFO IN EMAIL SIGNATURE
- LEAVE POSITIVE REVIEWS
- LINK SOCIAL MEDIA ON WEBSITE
- LINK YOUR WEBSITE ON SOCIAL MEDIA
- CLAIM YOUR BUSINESS ON DIRECTORIES
- ENCOURAGE ONLINE REVIEWS
- QUICKLY RESPOND TO ONLINE REVIEWS
- REGULARLY ENGAGE ON SOCIAL MEDIA
- POST ON BUSINESS FORUMS
- CLAIM YOUR ADDRESS ON GOOGLE MAPS

- USE IMAGE NAMES, CAPTIONS & INFO
- LIST CONTACT INFO ON ALL PAGES
- CREATE AN INTUITIVE NAVIGATION MENU
- UPDATE SITE AND PAGE DESCRIPTIONS
- CONNECT WITH GOOGLE SEARCH CONSOLE
- CREATE EASY TO UNDERSTAND PAGE NAMES
- ENSURE THE SITE IS MOBILE FRIENDLY
- CONSISTENT TITLE STRUCTURE
- LINK LOGO TO HOMEPAGE
- HYPERLINK ALL EMAIL ADDRESSES
- LINK TO RELATED SITES
- CHECK FOR BROKEN LINKS
- OPTIMIZE CONTENT FOR READABILITY
- INCLUDE A CONTACT PAGE OR SECTION
- FOLLOW "3-CLINK" RULE