

SEO Checklist:

On-Page Ways to Increase Ranking in Organic Search

Site Content

- Publish original content
- Make sure you have over 300 words per page/post
- Include a byline and publish date on blogs

Meta Description

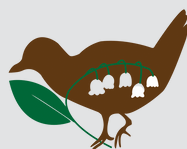
- Write a targeted meta description for each page
- 165 characters or fewer to avoid truncating
- Include keyword(s)

Photos

- Name & alt tag your photos
- Make photos 1000 to 1300 pixels wide at most

Tech factors

- Page load speed of under 1 second
- Mobile friendly and responsive
- HTTPS not HTTP
- Resolve code errors
- Stable website



On-Page SEO Website Checklist

Optimize for Voice Search

- Use long tail keywords
- Start questions with Who What Where When Why
- Make your hours and location easy for Google to find
- Answer questions about your products and services

NAP (Name Address Phone) Information

- Location service area and hours on every page
- Address and phone in your website banner
- Touch or click to call/email links

Citations and Reviews

- Legitimate testimonials (include photo if possible)
- Comments to blogs (moderate or limit)

Backlinks

- Target 1 link per 100 words
- Link within your own site
- Avoid bad links
- Fix broken links regularly

