SEO Tactics Checklist for Websites Conversion

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You have about 3 seconds before they bounce if they don't think they can find what they want

- ☐ Is the navigation user friendly?
- ☐ Is the heading an accurate reflection of the content?
- ☐ Are menus easy to find and easy to understand?
- ☐ Make your copy relevant to your audience
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Does it load quickly?

- ☐ Images should be 1000 to 1300 pixels wide on a website
- ☐ If it doesn't load visitors will bounce

Make it skimmable

- ☐ People look vs read so be clever but brief
- ☐ Avoid fluff; make each word count

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- ☐ Use headlines that give information
- ☐ Use subheads that inform above each paragraph
- ☐ Break paragraphs into bullet lists

Be clear and concise

- ☐ Short sentences
- ☐ Short words
- ☐ Short paragraphs

Help them find their place if/when they come back

- ☐ Let them decide if they want to read that section
- ☐ Numbered lists and bullet points

Nobody cares how you feel

- ☐ Are you pleased, excited, proud, thrilled that they are here? So what.
- ☐ Tell them something to make them that way
- ☐ Fix their problem.

People listen to those they trust

- ☐ Avoid click bait titles; If you fool them once, they'll dismiss you next time

SEO is not magic or rocket science and most "experts" are guessing a lot of the time

- ☐ Algorithms are constantly changing, Google tweaks them all the time
- ☐ We only find out days, weeks, months later how a change effects our site
- ☐ Everyone agrees on is that high-quality original content is the most important factor in SEO

Make conversion easy

- ☐ Do you have a big friendly button for them to click?
- ☐ Make your call to action crystal clear and easy to find on every page

Bottom line:

- ☐ Google loves great content
- ☐ Use your long tail keywords