



Technical SEO Checklist

As you get started, you can order a free SEO strategy session:

1. Website Structure

- Ensure proper use of header tags (H1, H2, H3)
- Create an XML sitemap and submit it to search engines
- Create a robots.txt file to manage crawler access
- Implement breadcrumb navigation

2. Website Speed

- Optimize images (compress and use correct formats)
- Minimize CSS, JavaScript, and HTML
- Enable browser caching
- Use a content delivery network (CDN)
- Optimize server response time

3. Mobile-Friendliness

- Implement a responsive design
- Use Google's Mobile-Friendly Test tool
- Ensure easy navigation and readability on mobile devices

4. HTTPS and Security

- Install an SSL certificate (ensure all pages are served over HTTPS)
- Implement security headers (Content Security Policy, X-Content-Type-Options, etc.)

5. On-Page Optimization

- Optimize title tags (unique and descriptive)
- Optimize meta descriptions (engaging and relevant)
- Use keyword-rich, descriptive URLs
- Ensure proper use of alt text for images
- Internal linking (link to related content within your site)
- Use schema markup (structured data)

6. Crawlability and Indexability

- Check for and fix broken links (404 errors)
- Ensure there are no duplicate content issues
- Use canonical tags where necessary
- Verify correct indexing in Google Search Console

7. Content Quality

- Ensure high-quality, original content
- Regularly update content
- Implement content silos or clusters
- Use a variety of media (text, images, videos)

Local SEO Checklist

1. Google My Business (GMB)

- Claim and verify your GMB listing
 - Ensure NAP (Name, Address, Phone number) consistency
 - Add a detailed, keyword-rich business description
 - Select appropriate categories for your business
 - Upload high-quality images and videos
 - Encourage and respond to customer reviews
2. **Local Citations**
- List your business on major local directories (Yelp, Yellow Pages, etc.)
 - Ensure NAP consistency across all citations
 - Include your business in local business directories and industry-specific sites
3. **On-Page Local SEO**
- Include your city and state in title tags, meta descriptions, and headers
 - Create location-specific pages if you have multiple locations
 - Embed a Google Map with your location on your contact page
 - Use local keywords naturally in your content
4. **Reviews and Ratings**
- Actively seek reviews on GMB and other relevant review sites
 - Respond to all reviews (positive and negative)
 - Showcase reviews and testimonials on your website
5. **Local Backlinks**
- Get backlinks from local newspapers, blogs, and business associations
 - Sponsor local events or charities for backlinks
 - Engage with local influencers for mentions and backlinks
6. **Social Media**
- Maintain active social media profiles
 - Engage with your local community through posts and interactions
 - Share local events, news, and promotions
7. **Local Content**
- Create blog posts about local events, news, and activities
 - Highlight local customer stories or case studies
 - Use local keywords in your content
8. **Structured Data for Local Businesses**
- Implement LocalBusiness schema markup
 - Ensure schema markup includes NAP (Name, Address, Phone) details, business hours, and other relevant information