



Website SEO Checklist

All items on this checklist should be completed before your website is considered SEO-Friendly.

DOMAIN

- Has SSL Certificate (https, not just http)
- Website has SEO-friendly web page URLs
- Domain does not expire for at least one year
- Preferred domain 301 redirect is set up (www or no www)
- Preferred domain is set in Google Search Console

METADATA

- All title tags contain target keyword(s)
- All title tags are unique (no duplicates)
- All title tags have less than 65 characters
- All description tags include target keyword(s)
- All description tags are unique (no duplicates)
- All description tags have less than 155 characters

CONTENT

- alt tag uses targeted keyword(s)
- Website menu that is easy to navigate
- All web pages have descriptive H1 tags
- No Flash is found on the site
- Sitemap.xml created
- High quality authoritative content on pages

OTHER

- Add a "Share" button for the top social media your audience uses
- Check for grammatical/spelling errors
- Include a Google map of the location (when applicable)
- Ensure all phone numbers on the site are clickable
- Make sure you have service & location specific landing pages

