

SEO Checklist

Page Title: _____

URL Path: _____

✓ Keyword Research:

- Reach out to the Web team for a keyword map of your page:
 - Competitors
 - Potential keywords list
 - Audit current pages ranking for keywords in order to compete

(Free Versions: Ahrefs, Moz, SEMRush)

✓ On-Page:

- Get familiar with the page's analytics
- Content audit and clean-up:
 - Remove old or incorrect content
 - Implement keyword research
 - Improve readability
 - Use header tags to cluster content (H2, H3, H4, etc.)
 - Optimize images (no larger than 1mb)

✓ Technical:

- How does your content look on mobile devices?
- Check your site load time - are images optimized?
- Check page depth - is this page orphaned?
- Fix broken links

✓ Off-Page:

- Turn unlinked mentions into links
- Setup Google Business

Keyword Bank: