



Expert SEO Checklist for 2015

- Keyword Research and utilization
 - Business niche + location (“Best Chiropractor in Atlanta” instead of “chiropractor”)
 - Generate a list of at least 20 Keywords/phrases
 - Sprinkle these phrases throughout your website’s content, page titles, meta description, image titles, image alt titles, etc.
- On Page SEO
 - At least 500 words per page. Well written, meaningful, topical and readable
 - No misspelled words
 - No unacceptable or klunky grammar
 - No duplicate content either internal to your site or when compared to other sites
 - Privacy statement
 - Title, description and content are keyword focused
 - Title tags do not exceed 65 characters
 - Meta Description does not exceed 155 characters
 - Proper formatting using H1, H2 and H3 header tags
- Off Page SEO
 - Sign up for, fill in profile completely, and check back with on a regular basis:
 - Google business listing
 - Yahoo business listing
 - Yelp
 - Foursquare
 - Sign up for IF you can commit to updates (either personally or via outsourcing) on a regular basis for the long term:
 - Facebook page
 - Twitter
 - LinkedIn
 - Pinterest
 - Instagram
 - Participate in one or more of the following:
 - Quora
 - Stack Overflow
 - Askville
 - Wiki Answers
 - Yahoo Answers
 - Check your site speed. Look into the recommendations you get from the following sites:
 - Google Page Speed Test
 - Pingdom
- Mobile Compatibility
 - Check your mobile compatibility on Google’s page
 - Check your mobile compatibility on your own phone
 - Check your mobile compatibility on somebody else’s phone



Detailed SEO Checklist for 2015

<p>Keyword Research</p> <p>The keyword focus for your site should reflect what a searcher on the internet would type into the search engine (Google, Bing or Yahoo) and, as a result, you would want your website to show up for.</p> <ul style="list-style-type: none">✓ Do not assume you know this – do the research. Using SnugData as an example, what would somebody enter as a search term in Google that SnugData would want our website to show up for?<ul style="list-style-type: none">• Focusing on “snugdata” isn’t right as only people who know about SnugData would type that in.• What about “SEO”? That’s a good start and SnugData certainly wants to rank highly for that, but that term by itself is extremely competitive.• What about “SEO Atlanta”. Now we’re getting somewhere.• How about something like “how do I improve my search engine rankings”? That’s what we call a “Long Tail” keyword, meaning more than 2 or 3 words...it also indicates a searcher that is much more likely to purchase than somebody who simply searches for “SEO”. Keep this purchasing intention in mind when you decide what keywords to focus on. Is it better for a surgeon to focus on “knee” or “who is the best knee surgeon in Atlanta”? <p>A few good places for keyword research are:</p> <ul style="list-style-type: none">✓ Google Keyword Planner (you’ll need to read a bit, and tweak)✓ Ubersuggest (type in a few keywords, you’ll get the idea)✓ Soovle (same as with Ubersuggest)	<ul style="list-style-type: none"><input type="checkbox"/> Business niche + location<ul style="list-style-type: none">○ “For example: :Best chiropractor in Atlanta”<input type="checkbox"/> If you don’t have 20 keyword variations, you haven’t worked at it long enough yet.<input type="checkbox"/> Sprinkle these keywords throughout your website’s content, page titles, meta descriptions, etc.
<p>Onsite SEO</p> <p>This pertains to what you can do to your website to improve it’s rankings – these are entirely within your immediate control. This outlines the structure that is most favorable to Google.</p> <ul style="list-style-type: none">✓ “Content” refers to what (should) make up the bulk of your page. This refers to text mostly, but also videos and images.	<ul style="list-style-type: none"><input type="checkbox"/> 500 words per page<input type="checkbox"/> Misspelled words<input type="checkbox"/> Unacceptable grammar<input type="checkbox"/> No duplicate content<input type="checkbox"/> Privacy statement<input type="checkbox"/> Title, description and content are keyword focused



<p>Each page should have (at a minimum) about 500 words of text, several images and hopefully a video.</p> <ul style="list-style-type: none">✓ If your page uses Flash, you are wasting space as Flash cannot be crawled by the search engines. Also, any text in the Flash will not be indexed or given any value. This goes for images as well – text within images means nothing to Google – it is seen as an image so it is not beneficial to have, for example, screenshots of manual pages or other items as these are nothing but images to Google.✓ Google pays attention to grammar and punctuation, so you should too. Spell and grammar check your content.✓ Sprinkle your focus keywords throughout your content but DO NOT use them too much as Google will penalize you for too much usage. Instead, use synonyms a lot as Google loves this.✓ Check for duplicate content within your site as well as on your site as compared to the rest of the internet. It is NOT ok to cut-and-paste from other websites onto your own. Google is very good at checking for this and will heavily penalize you if you do it. Use Copyscape to check this.✓ You should have a privacy statement on your site – you can have it easily created at Generate Privacy Policy. Google is looking for these.✓ Each page should have keyword focused and location focused Titles, Headers, and Content. Do not overdo this – use synonyms to keep everything looking natural and easily readable.✓ Title Tags less than 65 characters (This is the highlighted text / main line in the Google search results)✓ Meta Description between 90-155 characters (This does not affect SEO but it is the descriptive text the user sees to entice them to click your link)✓ Content on the page should be formatted with H1, H2 and H3 tags. H1 is your primary header/post/page title. H2 is sub heading. H3 is a sub-sub heading. Keywords in this H-tags is a good thing.	<ul style="list-style-type: none"><input type="checkbox"/> Title tags do not exceed 65 characters<input type="checkbox"/> Meta Description does not exceed 155 characters<input type="checkbox"/> Proper formatting using H1, H2 and H3 header tags
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Off Page SEO

This pertains to efforts to improve your search engine rankings by influencing factors external to your website.

- ✓ Sign up for and **USE** social media. In order of importance:
 - Business listings:
 - Google Business Page
 - Yahoo Business listing
 - Yelp
 - Foursquare
 - Social Media
 - Facebook page (easy communication with customers + strong social signals)
 - Twitter (easy social signals)
 - LinkedIn (strong business credibility)
 - Pinterest (if your business looks good in pictures)
 - Instagram (same as Pinterest)

The business listings are items you can create and then not pay a lot of attention to. You should check in to look for, or be alerted to comments from customers.

The Social Media is critical these days as the more social signals you have that reference your business and your website, the stronger Google sees your site as being and so the higher you end up in the search results. BUT, don't create these accounts and then neglect them. Only create them if you can commit to weekly (or so) updates. An account that was created four months ago but never updated hurts more than helps, so only create social media accounts you can commit to updating on a regular basis. This is critical enough to warrant outsourcing if you cannot do it yourself.

- ✓ Engage in Q&A sites. Sites like the below are ranked pretty heavily by Google and can lead to some very good backlinks to your site. You'll want to create an account and then participate in discussion. An easy way to do this is to search for terms your business covers, or maybe a blog post you have created, and then jump into the conversation with real, timely, topical help. Don't spam – be helpful.
 - [Quora](#)
 - [Stack Overflow](#)
 - [Askville](#)
 - [Wiki Answers](#)
 - [Yahoo Answers](#)

Sign up for, fill in completely, and check back with on a regular basis:

- Google business listing
- Yahoo business listing
- Yelp
- Foursquare

Sign up for IF you can commit to updates (either personally or via outsourcing) on a regular basis for the long term:

- Facebook page
- Twitter
- LinkedIn
- Pinterest
- Instagram

Participate in one or more of the following:

- Quora
- Stack Overflow
- Askville
- Wiki Answers
- Yahoo Answers

Check your site speed. Look into the recommendations you get from the following sites:

- Google Page Speed Test
- Pingdom

Mobile Compatibility

- Check your mobile compatibility on Google's page
- Check your mobile compatibility on your own phone
- Check your mobile compatibility on somebody else's phone



<ul style="list-style-type: none">✓ Check your page speed loads. Google has stated that slow loading is a negative factor in the rankings, so the faster a site loads, the better. Two good places to check your page load, as well as get a boatload of information of where you can improve are:<ul style="list-style-type: none">• Google Page Speed Test• Pingdom ✓ Mobile compatibility is critical these days. Google has stated that mobile search has overtaken desktop search for the first time, so that means that over 50% of the searches that take place are done on mobile devices. Here's what most people don't know – Google maintains two different indexes. One for Desktop searches and another for Mobile searches. Try it out – use Google to search for the same term on a phone and a laptop and you'll see different results. As of April 21st, Google has announced that non mobile optimized websites will be ranked lower than mobile optimized sites for mobile searches. This means your ranking suffers, therefore less visitors find your page via a search, and therefore you have less customers. Mobile optimization is HUGE!! ✓ Check your site at: Google Mobile Site Test<ul style="list-style-type: none">• For remediation if your site isn't optimized or optimized poorly, check out our blog post: Is your Website Mobile Friendly <p>If you need more help or information on anything in this checklist or anything else SEO related, contact us using any of the forms on the SnugData website.</p>	
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The first page of this Expert SEO Checklist is intended for use after you've used the rest of the pages a few times. It's simply a summarized version of the last few pages distilled into a single, easy to use and reference page.

Keep in mind that SEO is a constantly changing landscape and, as such, this checklist may not be 100% valid next year due to changing algorithms within the Google search engines.

Also keep in mind that the information on these pages will not make anybody an SEO Expert but rather enable you to tune and tweak your pages for the most noticeable areas of concern to most drastically affect your Google standings. Even after everything on this checklist is completed, there are still many other SEO considerations.

We hope you enjoy this checklist and find it valuable. As always, we appreciate your feedback on [snugdata.com](#). Thanks, and enjoy!