

1 - **Crawlability and indexing**

Check if the site is indexed

- [Submit sitemap to Google](#)
- Look up “site:xyawebsite.com” on google for a quick indexing check
- Check for indexing using Google Search Console. Preferably, check every page to make sure it’s indexed
 - [URL inspection tool](#) (check if indexed, test view pages)
 - Check for crawl errors
 - Ensure URL parameters are accurate
- Site structure and navigation
 - Use simple global and/or hierarchical structure
 - Sort using [card sorting](#) methods if possible
 - Use internal links when valuable
 - Nav menus, sidebars, footers, breadcrumbs
 - Mega-dropdowns > mini-dropdowns
 - Hamburger menu on mobile
 - Use topics for labels instead of formats (computer speakers vs products/videos)
- Link structure
 - Make them appropriate, clear and accessible for readers
 - No to underscores (“_”), yes to dashes (“-”)
 - Use lowercase
 - Don’t use dates unless you plan to update them
- Fix broken links - 4xx and 5xx errors - can use a 3xx redirect
- Ensure content is not blocked by actions or tech (aka “intrusive interstitials”)
- Follow what your analytics says - some of the details are not set in stone - look at your customer paths and journeys and adjust accordingly.

2 - **Other technical needs**

- Log file analyzer
- Google search console
 - Pagespeed using CruX connector, pagespeed insights
- Robots.txt files - used to omit pages from SERPs - product pages?
- Link titles
- Title tag
- Headers (<H1>, <H2>, etc.)
- Meta descriptions

- HTTPS and security
- Javascript - lazy loading, async
- Schema markup ([link](#))
- Use canonical tag for OC
- Try not to duplicate content
- Responsiveness, AMP, & mobile-first strategy, mobile and tablet friendliness (& desktop!)
- Hreflang tag for different language and country domain for other countries
- Images - srcset and lazy loading, minification and bundling

3 - Content

- Relevance [1](#) [2](#)
- Structure (related to SERP features like snippets etc)
- Intent, satisfaction, and accomplishment of searcher goal
 - Information (what is best... how to... who sings...)
 - Navigation (apple for apple.com)
 - Transaction (buy xyz, listen to xyz)
 - Commercial investigation/ comparison (PS5 vs PS4)
 - Local (map... coffee shop)
- Keywords (informs content)
 - Keyword planner, other tools, competitive research, excel, google ads template, SERP
 - Basically, make ad groups (themes) into pages
 - Keyword research:
 - <https://search.google.com/search-console/about>
 - <https://ahrefs.com/keywords-explorer>
 - <https://www.wordstream.com/keywords>
 - <https://www.semrush.com>
 - <https://keywordtool.io/>
 - <https://kparser.com/>
- Updated regularly
- Type - written, images, video
 - Put written in natural form (like <p>)
 - High quality, compressed images
 - High quality graphics and videos (unique & fun if possible!)
 - Alt text
 - Image sitemap
- Format (lists, paragraphs, bullets, etc)

- Favor long-form content
- Quality - 10x better than best content pieces
 - Authoritative
 - Shareable
- Engagement - clicks, time on page, bounce rate
- Things to avoid
 - Thin Content
 - Duplicate Content
 - Cloaked Content
 - Keyword Stuffing
 - Auto-generated Content

4 - Local search

- Relevance
- Distance
- Prominence
 - Reviews
 - Listings, links, articles

5 - Cross - referencing

- Combine efforts with social media
- Truthful and fair reviews
- Other marketing efforts (ads, guerilla marketing, events, etc)
- Link-building
 - Internal links
 - Backlinking - email people, guest post on related industry sites,
 - EAT - expert, authoritative, trustworthy
 - Earned mention research
 - Links should be:
 - Earned
 - From topical sources
 - From authoritative sources
 - Bring relevant traffic to the site/ page
 - Increase with time
 - Be a mix of follow and no-follow
 - Use relevant anchor text
 - Not automated
 - Link sources:

- Own blog
- Partners and customers
- Sharable content
- Resources pages: search [topic (ppc marketing) intitle: "resources"]
- Get involved w/ community

6 - Include website reporting, goal setting, and connect to other marketing efforts

- Google Analytics and Google Search Console Setup
- Conversions
- leads
- products
- Metrics
- Domain authority/ page authority
- Keyword ranking