



# AN SEO STRATEGY CHECKLIST

Your SEO strategy is *extremely important* if you're hoping to find **new leads** and **customers** via search engines. Make sure you check all of the boxes to ensure that your website is optimized for SEO.

## RESPONSIVE

- Site renders correctly from a desktop
- Site renders correctly from a tablet
- Site renders correctly from a mobile device

## SPEED | Check it at [www.gtmetrix.com](http://www.gtmetrix.com)

- Reduce unnecessary videos or images
- Minimize redirects
- Enable browser caching
- Website code is clean

## SITEMAP

- Sitemap is submitted to search engines

## KEYWORD RESEARCH

- Identified keywords we want to rank for
- Keywords have good search volume
- Aren't aren't extremely difficult/impossible to rank for

## ON-PAGE SEO

- URLs have targeted keywords in them
- Page titles use targeted keywords and are under 60 characters
- Page headings use targeted keywords
- Page copy uses targeted keywords
- Images have alt tags
- Meta descriptions act as a call-to-action to click on your title

## EXCELLENT CONTENT

- Content is detailed and shareable
- Provides value to the reader
- UX (user experience) is phenomenal

## OFF-SITE SEO

- Have a link-building strategy
- Share your content on relevant social media sites

