



YOUR GUIDE TO WEBSITE OPTIMIZATION

Envisioning the design for your website and actually making it work for you are two very different things. You've built a beautiful, responsive website, but how will your potential customers find it? At Primitive Social, we're here to get you started so we've put together a comprehensive checklist to help you along the way!

GOOGLE & BING WEBMASTER

Implementing tracking and analytics for your website and integrating with the world's largest search engines.

- Have you connected your accounts to your website to start tracking?
- Have you set up your Google Analytics account?
- Have you linked your Google Analytics account to Google Search Console?
- Have you checked your website for 404/500 errors?

GOOGLE PAGESPEED INSIGHTS

Understanding your site's download speed.

- Reduce unnecessary videos or images
- Have you checked your page speed on desktop, tablet, mobile?

RESPONSIVE DESIGN

Testing your site on all systems and platforms.

- ResponsiveTest.net
- Test on all operating systems (Windows, Apple, Android, etc.)
- Test on all browsers (Safari, Chrome, Internet Explorer, etc.)
- Test on all mobile devices (iOS, Android, Samsung, etc.)

KEYWORD RESEARCH

Identifying target keywords based on your company's products and services.

- Use Google Keyword Planner to find the right keywords to target
- Check your website pages. Did you include your target keyword in the page title (60 characters), meta description (160 characters), URL, title tag, and image alt tag?

COMPETITIVE RESEARCH

Using software tools to understand your competitive market.

- [SEMRush](#)
- [SpyFu](#)
- [Ahrefs](#)

SITEMAPS & ROBOTS.TXT

Creating an easy way for users and search engines to navigate your site.

- [XML-Sitemaps.com](#)
- Submit both your sitemap and robots.txt files to Google and Bing

SOCIAL MEDIA

Building your brand on all appropriate social media channels.

- Claim your brand name on all social media platforms
- Set up your accounts
- Facebook Open Graph
- Create Twitter Cards

SEO AUDIT

Evaluating your overall site performance for the end user and search engines.

- Yoast SEO (for WordPress sites)
- Screaming Frog
- On-Page SEO
 - Do you have (1) H1 tag with target keyword?
 - Does your page have at least 300 words worth of content?
 - Are you using natural language (to avoid keyword stuffing)?
- Have you included internal links throughout your pages (using keywords as anchor text)?



WANT TO TAKE THE NEXT STEP IN OPTIMIZING YOUR WEBSITE?

We'll take a long, hard look at your website, and let you know how you can optimize it for the greatest success.

SCHEDULE A FREE CONSULTATION

