

Every client has unique needs for their SEO project. Each SEO project is slightly different. If you have ever been curious as to what we do when we review a client's website, here is some insight. This is the public version of the checklist we use at Impact Zone. If you do not have access to Moz, search online for similar [free SEO tools](#) to accomplish the required task.

Pre-site Review

- Request access to Google Analytics
- Request access to Google Search Console
- Request admin access to the website platform
- Set up website on Moz Pro
- Set up SEO Dashboard in Google Analytics
- Complete two SEO intake forms with client
- Understand client's target market/demographic

Full Site Audit

- A review of the competitiveness of the client's industry and the targeted keywords.
- A review of the current ranking potential of the client's site and back link profile analysis.
- A review of issues related to website usability, website credibility, website accessibility, user engagement, legal issues, and suggestions on how to fix them.
- Recommendations for avoiding and fixing negative SEO issues such as keyword stuffing, duplicate content, URL canonicalization, hidden text, hidden links, sneaky redirects, and keyword cannibalization.
- Recommendations regarding content development. In particular, identifying the types of content and content categories that will attract additional traffic and links, and, therefore, will help in improving conversions (goals).
- Suggestions regarding link building- including from where and how you can grow links.
- Review of the client's site traffic – how visitors find your website, where they come from and how they use it. This review includes examining how well the client's keywords and any advertising campaigns are performing, as well as determining how the site is performing in comparison to other sites in comparable industries.
- Run technical and on-page SEO analysis and tests on gtmetrix.com and [Moz](http://moz.com).

Strategy and Research

- Check the keyword density of current site to understand what keywords are and are not being used at this time via <http://tools.seobook.com/general/keyword-density/>
- Check for any spam or overuse of keywords via [Moz](http://moz.com) or <http://tool.motoricerca.info/spam-detector/>



- Check Google Content Keywords in Google Search Console
- Step through the Google Search Console, look for errors and how the crawler sees the site via keywords
- Check local listings <https://moz.com/local/search>
- For the client-identified keywords that he or she wishes to rank for, are these achievable?
 - Check MozBar %, are these attainable?
 - Research with Google Trends <https://www.google.com/trends/>
 - Research with Google AdWords keyword planner <https://adwords.google.com/KeywordPlanner>
- Check link building opportunities via <https://moz.com/researchtools/ose/> and create a strategy
- Use Moz keyword explorer to check viability of keywords and create synonyms of words and phrases to use throughout the site
- Run Moz competitor check to understand their keywords and backlinks to create a strategy
- Advise client to register their business and website in the following directories, as applicable, or register their site for them, to link build and increase local search visibility
 - Acxiom www.acxiom.com
 - Bing Places www.bingplaces.com
 - Citysearch www.citysearch.com
 - Facebook www.facebook.com
 - Factual www.factual.com
 - Foursquare www.foursquare.com
 - Google My Business www.google.com/business
 - Hotfrog www.hotfrog.com
 - Localeze www.neustarlocaleze.biz
 - Superpages www.superpages.com
 - YP www.yellowpages.com
 - Yelp www.yelp.com
- If applicable, advise client to register the following social media to own the brand for the business. The client should own all social media with their brand name. Even if they don't use it, they can park it. The four big must-haves are:
 - Facebook www.facebook.com
 - Twitter www.twitter.com
 - LinkedIn www.linkedin.com
 - Google+ plus.google.com

Less important but still relevant for some brands and businesses.

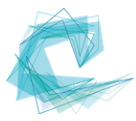
- www.snapchat.com/brand-name
- <http://www.twitter.com/brand-name>
- <http://www.facebook.com/brand-name>



- <http://www.yelp.com/biz/brand-name>
- <http://www.youtube.com/user/brand-name>
- <http://www.linkedin.com/in/brand-name>
- <http://brand-name.wordpress.com/>
- <http://brand-name.tumblr.com/>
- <http://pinterest.com/brand-name/>
- <http://www.hulu.com/profiles/brand-name>
- <http://technorati.com/people/brand-name>
- <http://about.me/brand-name>
- <http://brand-name.posterous.com/>
- <http://profile.typepad.com/brand-name>
- <http://www.squidoo.com/lensmasters/brand-name>
- <http://www.stumbleupon.com/stumbler/brand-name>
- <http://www.etsy.com/people/brand-name>
- <http://en.gravatar.com/brand-name>
- <http://www.scribd.com/brand-name>
- <http://brand-name.livejournal.com/>
- <http://brand-name.hubpages.com/>
- <http://www.flickr.com/photos/brand-name/>
- <http://photobucket.com/user/brand-name/profile/>

Technical Site Audit

- Check site speed 1: <https://tools.pingdom.com/>
- Check site speed 2: <https://gtmetrix.com/>
- Check site speed 3: <https://website.grader.com/>
- Review Google Analytics <https://analytics.google.com/>
 - Check Google Analytics code is in website code
- Skim Google Search Console again <https://www.google.com/webmasters/tools/home?hl=en>
- Check crawl errors, duplicated content, missing titles, etc., and other info on Google Search console
- Check if the website has a sitemap. If not, create one.
- Check that the sitemap.xml has been submitted to Google webmaster
- Check to see if there is a robots.txt file; create one, if not present
- Run PageSpeed <https://developers.google.com/speed/pagespeed/insights/>
- Is the site mobile-friendly?
- Check mobile speed again with Google <https://testmysite.thinkwithgoogle.com>
- Check for broken links via <https://validator.w3.org/checklink> and/or <http://www.brokenlinkcheck.com/link-checker.php> and set up 301 redirects if needed
- Review Moz results of initial crawl for any other items not listed above that need to be fixed or repaired



- ❑ If the website platform is WordPress, is the Yoast SEO WordPress plugin set up?
<https://wordpress.org/plugins/wordpress-seo/>
- ❑ Review how the site looks on multiple browsers: <https://www.browserstack.com>
- ❑ If the images need compressing to reduce load time and site speed, then use tinypng.com if it is not a WordPress install, and re-upload the scaled images. If it is Wordpress, then install the TinyPNG plugin to WordPress and compress the images. You may need to resize the images for length and width before compressing and re-uploading, regardless of website platform.

On-page SEO

- ❑ Check navigation. Is it logical? Does it need to follow the [F-pattern](#)?
- ❑ If it exists, is the secondary navigation logical?
- ❑ Is there footer navigation? Is the footer organized and logical?
- ❑ What pages exist? Are any pages that should be on the website missing? Does the website answer: who, what, when, where, how, and how much?
- ❑ Do the pages contain heading tags? (h1...h6)
- ❑ Do all pages have at least 100 words worth of content, when applicable?
- ❑ Have you used synonyms in addition to the actual keyword phrases? (Do not keyword stuff.)
- ❑ Blog? What are the topics? Is the content relevant to the brand?
- ❑ Blog categories and tags? Are they relevant?
- ❑ Do the blog categories and tags have descriptions? If not, create them, if applicable
- ❑ Fix any identified broken links on-page, per <https://validator.w3.org/checklink>
- ❑ Check the grammar and spelling
- ❑ Does the tone of the text match the brand? Conversational? Serious?
- ❑ Does the site contain testimonials? If not, advise the client to obtain them and have their web designer create a page for testimonials
- ❑ If applicable, are there social media links on the website?
- ❑ How is the overall look and feel of the website? Is it good, bad, indifferent?
- ❑ Using the [Moz Bar](#) tool, check the title tags, meta descriptions, etc., for each page
 - ❑ Are the title tags under 55 characters? (Can go up to 65, but may exclude company name.)
 - ❑ Are the meta descriptions less than 155 characters?
 - ❑ Is a keyword used in the: URL, page title, heading tag, meta description, and body copy? If not, add it in, no more than 15 times
 - ❑ Does the site have canonical URLs? (with keywords)
 - ❑ Use Moz Page grader to ensure optimization of each page as you upgrade the keywords. If WordPress, then you may use Yoast.
 - ❑ Register each completion by entering the page into Moz Page Optimization on the client's Moz Campaign page
- ❑ www or not www or both? (Better to use one or the other.)



- ❑ Images: do the images match the products and services or the preferences of the target market?
- ❑ Do the image file names contain keywords? If not, advise the client to use keywords in the file names or if tasked, change the names and reupload the files.
- ❑ Do the images contain descriptions in the alt tags?
- ❑ Check that Bing and Google business listings are showing in search results pages for the brand

Off-page SEO

- ❑ Blog regularly. You can find blog content idea via this fun tool: <http://answerthepublic.com>
- ❑ Check backlinks to know who links to you: <http://smallseotools.com/backlink-checker/>
- ❑ Search for your name or your business name online to find unlinked mentions of the business, services, products, or brand
- ❑ Create backlinks
 - ❑ Create backlinks by guest blogging
 - ❑ Find websites that are asking for guest bloggers
 - ❑ Keyword + intitle:"write for us"
 - ❑ Keyword + intitle:"contribute to"
 - ❑ Keyword + intitle:"submit" + inurl:blog
 - ❑ Find websites that have a large number of guest posters already
 - ❑ inpostauthor:guest + keyword
 - ❑ inpostauthor:"guest blog" + keyword
 - ❑ inpostauthor:"guest post" + keyword
 - ❑ Find college clubs (with .edu domains) for linking opportunities
 - ❑ inurl:.edu keyword club
 - ❑ inurl:.edu keyword group
 - ❑ inurl:.edu keyword organization
 - ❑ Find university resource lists
 - ❑ inurl:.edu helpful sites + keyword
 - ❑ inurl:.edu keyword + resources
 - ❑ inurl:.edu useful sites + keyword
 - ❑ Find non-profits that accept donations (and put links to donors!)
 - ❑ inurl:.org donors + keyword
 - ❑ inurl:.org supporters + keyword
 - ❑ inurl.org contributors + keyword
 - ❑ Find country-specific links "keyword + inurl:cc.tld"
 - ❑ Create a contest intitle:submit your contest
 - ❑ Comment on others' blog post within your industry, or in your target market, to create minor backlinks to your site



- ❑ Prospect links and do link building outreach, including asking industry colleagues and clients to link to you (but make it relevant, no keyword or link stuffing)
- ❑ This is a list of link building sites:
<http://www.cucumbernebula.com/blog/a-list-of-link-building-lists/>
- ❑ Write an expert round up blog post:
<https://www.quicksprout.com/university/how-to-create-an-expert-roundup-blog-post/>
- ❑ Write a blog post featuring an expert's opinions
- ❑ Participate in Q&A sites and forums (answer questions, etc.)
 - ❑ Quora
 - ❑ Stack Overflow
 - ❑ Amazon Askville
 - ❑ Wiki Answers
 - ❑ Yahoo Answers
- ❑ Research and obtain link building opps appropriate to the domain. Please read/skim
 - ❑ <http://www.clickminded.com/link-building-101-handbook/>
 - ❑ <http://pointblankseo.com/link-building-strategies>
 - ❑ <http://www.seobook.com/archives/001792.shtml>
- ❑ Focus on quality, not quantity. In spite of the huge list above for social media branding, pick 1-2 social media, 3 at most, and focus on those
- ❑ Repair any online listings on aggregated or list sites that are not consistent, per above:
<https://moz.com/local/search>
- ❑ Organize and optimize social media and other profiles so that images, video, and any information about the business is consistent across all mediums, listings, directories, etc.
- ❑ Be consistent with your primary category (i.e., the primary keywords or key phrase that describes your business)
- ❑ Review and update older search listings with fresh content — i.e., refresh older and popular posts so they stay relevant. Go back and update older posts to be appealing to your target market, if that has changed since you wrote the posts and pages
- ❑ Investigate traditional marketing channels such as print, TV, radio, and billboards, or digital marketing such as Google Ads or Facebook Ads. Work with a “traditional” marketer and graphic designer to really set your brand apart online and off.

Maintenance | Monthly Reporting

- ❑ Find the keywords sending user to website, set up Google Analytics via
<http://www.fuelyourphotos.com/find-the-keywords-hiding-behind-not-provided-in-google-analytics/>
- ❑ Analyze: Search console ==> Search Traffic ==> Search analytics to check data for specific keywords (example: <http://www.fuelyourphotos.com/how-to-track-your-google-rank/>)



- ❑ Search on the Chrome browser on an “Incognito” page to determine how the site shows up once on-page SEO is completed so Google cannot track that you are searching on yourself, and thus, skewing the results
- ❑ Set overall goals for your SEO campaign, here is an example:
<http://www.fuelyourphotos.com/google-analytics-for-photographers-setting-goals/>
- ❑ Set monthly goals for Google Analytics metrics and how you will achieve them
 - ❑ Set up Google Analytics to achieve these goals
- ❑ Create a custom dashboard to provide instant views of analytics to support goals:
<https://econsultancy.com/blog/62828-10-useful-google-analytics-custom-dashboards/>
- ❑ Use Google Analytics URL Builder to create custom campaign tracking parameters
- ❑ Clean up any referral spam
<http://www.fuelyourphotos.com/cleaning-up-google-analytics-referral-spam/>
- ❑ Set SEO campaign expectations for:
 - ❑ Diversity of backlinks in terms of anchor text and referring domains
 - ❑ On-site indexed pages
 - ❑ Off-site indexed pages
 - ❑ Conversions by keyword
 - ❑ Organic traffic
 - ❑ Organic SERPs (Search Engine Results Position)
 - ❑ Set on-site goals
 - ❑ Time on page is >2-3 minutes
 - ❑ Pages visited is >2-3 pages
 - ❑ Contact form completions
 - ❑ Downloads of content offers
 - ❑ Signups
 - ❑ Set technical goals
 - ❑ Page load speed
 - ❑ Pages crawled per day and time spent downloading
 - ❑ Number of 404 page views (the number of times a person gets a 404 error when visiting your website)
 - ❑ Server response time
 - ❑ Check for other miscellaneous errors and issues
 - ❑ Goals/Metrics to track
 - ❑ Keyword rankings
 - ❑ Organic search traffic
 - ❑ Direct traffic
 - ❑ Referral traffic
 - ❑ Email traffic
 - ❑ The number of clicks, average position, and CTR (“click through rate”) of keywords
 - ❑ The number of clicks, average position, and CTR of organic landing pages
 - ❑ Behavior statistics for mobile devices



- % of visitors on mobile vs desktop
- Content generated and indexed total
- Traffic by location
- Backlinks
- Conversions by keyword
- New versus returning users
- Bounce rates by traffic source
- Time on site by traffic source
- Pages per visit by traffic source
- Write up a weekly or monthly analysis of the data analytics from the automated reporting, per the client contract.

Project Wrap-up

- Review the project results and steps.
- Have all questions and concerns been addressed?
- Any other tasks, as required

Other Resources

If you would like to understand Google Analytics, please refer to the [Google Analytics Guide](#) or [The Absolute Beginner's Guide to Google Analytics](#). If you would like to implement SEO yourself and you need specific step-by-step instructions, please look at [SEO: The Beginner's Guide to Search Engine Optimization](#).

SEO Definitions

Here are some explanations of the terms and phrases used in the above checklist.

Competitive Analysis

This analysis provides vital information regarding competitors, including which keywords they are targeting and what they doing to attract traffic and links.

We examine their backlinks. We determine the current ranking potential of your keywords against your competitors in search engines in order to help establish the Key Performance Indicators (KPIs).



Keyword Research

This work provides a list of the keywords that will bring the highest volume of relevant traffic to the website along with their search volume. It also provides suggestions regarding how keywords should be used on site to attract additional traffic.

Technical Site Review and Optimization

We do our best to fix any technical issues we identified during the website audit, so that the website works for the client's business and it is able to convert relevant traffic into sales or leads.

On-page SEO

We modify the title tags, meta tags, content, HTML code, naming conventions, and other on-page factors of a client's website, to make it relevant to search engines such as Google, Yahoo and Bing for targeted keywords. We do keyword positioning and placement to attract additional traffic to the site.

Link Building

We help you determine a strategy for blogging and organically growing links to your site from other websites and social media, et al., in order to improve the ranking potential of your website in search engines and to rank for targeted keyword phrases. As appropriate, this may include press releases, articles, and news.

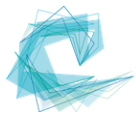
Social Media Optimization

We advise you on which social media and microsites your target demographic spends time. We can help you develop a strategy to reach them. We do not do the social media posts themselves, but we can make referrals. We advise on strategy. If desired, The purpose of this service is to develop publicity – social media is the PR part of your marketing.

SEO Monthly Maintenance

The service can mean many things, depending on the client's needs. This covers everything from bare bones site monitoring through software with an auto-generated monthly or weekly report, to monthly website maintenance, to on-page and off-page campaign goal setting and implementation.

These services ensure you will maintain your position online and improve your competitive rankings.



Guarantees

Guarantee I

You will be happy with the results. If not, changes are covered for 30 days after completion, free to you.

Guarantee II

Our recommendations will increase your traffic and search engines won't penalize you.

Mission

To serve our clients by solving their information and data problems so they can focus on their core business. We create impact by solving our clients' toughest digital challenges to provide results that add value to their business.

Contact Us

If you have any questions, comments, or suggestions, please call or text us at (919) 265-3755 or hello@impactzone.co