

Website SEO Checklist

	Yes	No	Unsure
Is the website appearance attractive and free of spelling/punctuation errors?			
Does the website load quickly?			
Information current and accurate?			
Is a custom domain with at least one keyword attached?			
Is it updated often?			
Is there unique content on every page?			
Is there a custom title tag (H1 or H2) on every page?			
Do the website pages have permalinks?			
Is there an internal link strategy in place: text, image, button, navigation?			
Do all images contain alt tags and keywords, image captions?			
Does each image have a proper url and filename?			
Are there links to other useful information sources?			
Are there meta descriptions on every page?			
Are there at least 3 Points of contact?			
Has the Google Business page been verified and optimized?			
Is there an SSL Certificate attached to the site?			
Are Google Webmaster tools set up and has the website been submitted to the Google index?			
Has a website Sitemap submitted?			
Are there targeted keywords on every page?			
Are there links to Social Networking?			
Is there a Lead Capture form on the home page?			
Is there a special report or checklist to give away?			
Are auto responders enabled when people complete the lead capture?			
Is there an active blog (at least once per month?)			
Are there community pages with local events and links?			
Are there current and relevant articles showcasing your expertise?			
Does your website have a video on the homepage?			
Is your site Mobile Responsive?			
Are there testimonials on the home page?			
Is there a plan in place for systematic reviews to be posted to Google Business page?			
Have Google Alerts been set up for the website or business name?			
Is there an active pay per click campaign?			
Is the blog connected to social bookmarking sites (tumblr, blogspot, blogger, reddit, etc?)			
Is there a Linked IN <i>company</i> page?			
Are there social sharing capabilities?			

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Has the site been submitted to the top 50 top online directories?			
Is an ezine, mini Course or newsletter offered on the website to establish authority?			
Are press releases done quarterly and posted on website plus Apple News?			
Are comments enabled on Blogs, articles and press releases to encourage engagement?			
Is there an RSS Feed?			
Are there new and relevant plug ins?			
Are there Social Media connections in place that drives traffic back to the website?			
Is Email marketing in place that drives traffic back to website?			
Is there personal branding of business owner on the website?			
Is there a link to a Podcast by the business owner on the website?			
Has duplicate content been eliminated?			
Have any dead pages been cleaned up?			
Has Google analytics been installed and utilized?			
Are there quality incoming links (chamber of commerce, etc.?)			
Is there a Reputation Management Strategy in place?			



If you need help with any of these points, please give us a call. We can help!

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