

The background is a solid dark blue color with a repeating pattern of light blue hexagons. Each hexagon contains a white line-art icon. The icons are diverse, including a pencil, a server rack, a key, a calendar, a smartphone, an envelope, a magnifying glass, a lightbulb, a pie chart, a clipboard, a computer monitor, a mouse, a bar chart, and a wrench. The text 'SEO CHECKLIST' is centered in the middle of the image, with a white horizontal line underneath it.

# SEO CHECKLIST

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# “I DON’T NEED TO BE ON PAGE ONE OF GOOGLE”

## SAID NO ONE, EVER.

With more than 700,000,000 sites worldwide, how do you claw your way to the front of page one? There are many answers to this question, and the rules shift as often as Google adjusts their algorithms. There are however a few basic rules which will give you a starting point to get in the “get in the SEO” game.

**Take our quick SEO Quiz to see if you have your bases covered.**

Give yourself 1 point for every yes you circle.



### SEO CONNECTIONS

Does your business have a verified Google My Business Page?

**YES**      **NO**

Is your business searchable using Google Maps?

**YES**      **NO**

Do you post status updates on your Google page weekly?

**YES**      **NO**



Do you have client reviews on sites such as: Google, Yelp, Trip Advisor, Yellow Pages etc.?

**YES**            **NO**

Do you have a standard digital citation format for your business (Name, Address, Phone Number that you use on your website and in directory listings?

**YES**            **NO**



## KEYWORDS AND CONTENT

Do you have a standard SEO paragraph on the bottom of every page on your website which contains the primary keywords you want Google to use to index your site?

**YES**            **NO**

Do you have a list of multiple variations of your primary keywords for use on individual pages, blog posts, and page titles?

**YES**            **NO**

Does every page on your website have a unique page title?

**YES**            **NO**

Are you using headers and sub heads to help search engines “read” and classify your content?

**YES**            **NO**

Do all your pages have meta descriptions which include relevant keywords?

**YES**            **NO**





Do you publish new content (400 + words) weekly (The easiest type of content to add are blog posts)

**YES**                      **NO**

Are images on your website tagged with alternate text and descriptions?\*

**YES**                      **NO**

## WEBSITE FUNCTION

Is Google Analytics installed on your website?\*

**YES**                      **NO**

Is your website mobile responsive?\*

**YES**                      **NO**

SEO is an ongoing activity so you are never really done. Don't let that overwhelm you. Use this checklist as a starting point.

Focus on the questions you answered with a "no" and start there..

## WHAT YOUR SCORE MEANS

**10 OR MORE:** your site is in good shape. Just a few tweaks will dramatically improve your visibility.

**6 – 9:** you have your work cut out for you. If getting found by prospective customers is important now is a good time to carve out some time work on your website.

**5 OR LESS:** you are missing lots of sales opportunities because search engines can't find your site.

# THANKS FOR READING!

For help kicking off your SEO plan, give us a call  
or visit [roundpeg.biz](http://roundpeg.biz) for more free resources.

**roundpeg**<sup>sm</sup>