

# SEO Checklist

## FOR YOUR BUSINESS

### Basics

- Setup Google Search Console
- Setup Bing Webmaster Tools
- Setup Google Analytics
- Setup Google Analytics Custom Dashboards
- Install Yoast SEO (if WordPress)

### On-Page

- Include keywords in page URL
- Use your keyword in the first paragraph of the page
- Make sure H1, H2, H3, etc are in order
- Optimize all images
- Use external links to other sites
- Use internal links to related content
- Add Accelerated Mobile Pages (AMP)
- Add Facebook Instant articles integration

### Content

- Add ALT descriptions to images
- Create local content
- Provide value through infographics, video, images
- Write blogs with at least 1200 words

### Link Building

- Get backlinks by guest posting
- Become a podcast guest
- Audit competitor backlinks

### Important SEO Metrics

- Page Load Speed
- Click-through rate
- Backlinks with high authority
- Goal completions via organic traffic
- Bounce Rates
- Top exit pages

### Keywords

- Use Google "Suggest" for long tail keywords
- Research keywords with Google keyword planner
- Search for online communities to find new keywords
- Answer questions style searches in your industry

### Off-Page

- Submit website URL to local directories
- Answer industry related questions in forums with backlink
- Blog commenting
- Links from social media accounts
- Write and publish press releases

### Technical

- Find any crawl errors with Google Search Console
- Fix all 404 pages with redirects
- "Fetch" as Google to see rankability
- Make website mobile friendly
- Fix all broken links
- Make website secure with HTTPS
- Fix duplicate meta and title descriptions
- Improve page load speed



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