



Tasks

SEO Checklist

Foundational Checklist

On-Page SEO

User Experience

Local SEO

Off-Page SEO



Tasks

SEO Foundation Checklist

Have Website Build on A Solid CMS (We Recommend WordPress)

Set Up Google Tag Manager

Set Up Google Analytics

Set Up Google Search Console

Register Domain for 5 years

Check & Fix 404 Errors

Install SSL for https

Create Sitemap & Submit it to Google Search Console
Fix Missing & Duplicate Meta Titles and Descriptions
Install Schema into Head Code
Setup Website Security
Setup Uptime Monitoring
Setup Automatic Backups

Tasks

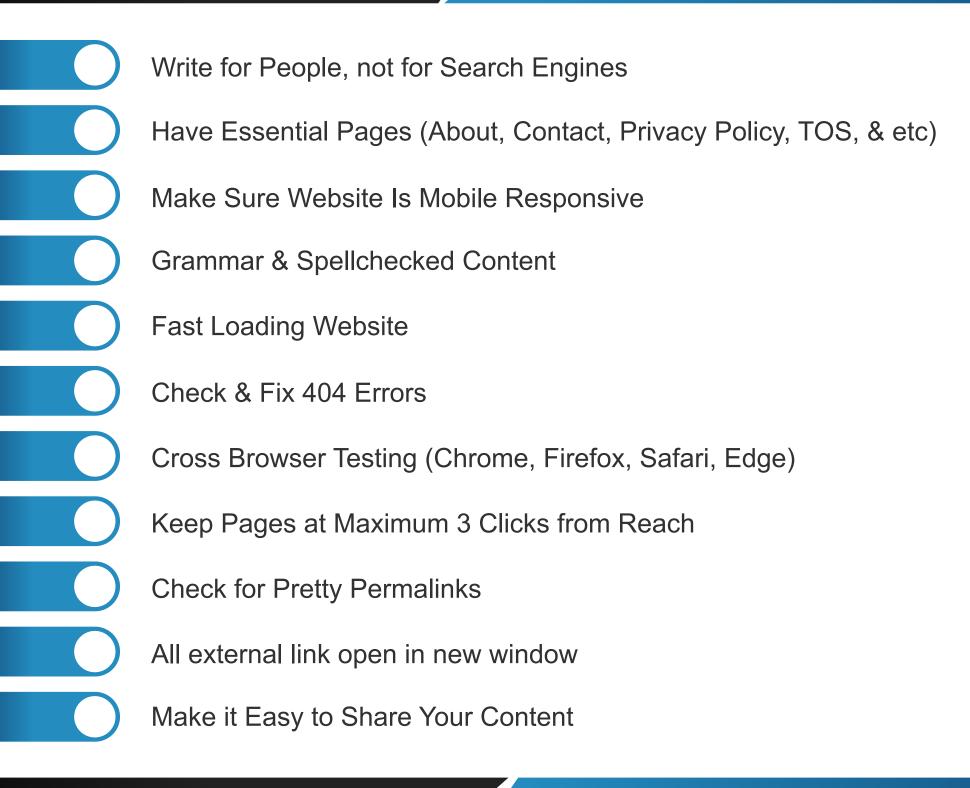


Check the Target Keyword Matches User Intent
Set an Enticing, yet SEO-Oriented Meta Title
Have the target keyword in URL, Title and Heading
Use Focus Keyword in 1st Paragraph
Use a Single H1 on Each Page
Write a Compelling Meta Description
Have page content anywhere from 500-1,000 words or more
Use Subheadings for Content Hierarchy
Format and Style the Content Properly
Link to Relevant Inner Pages
Link out to relevant, authoritative websites
Never Link to a Page/Website with the Same Anchor the Current Page is Targeting
Name Your Images Properly
Set Images Alt Text





Experience Checklist









- Claim your Google My Business Listing
- **Optimize Listings**
- Reply to Reviews
- Publish Google Posts
- Check for Site-wide NAP Details
- Have Consistent NAP Details Across the Site
- Have Consistent NAP Details on Listings & Social Networks
- Manually Claim Major Directory Listings (Yelp, Bing Places, etc)

Get on General Relevant Directories

Get on Niche-specifi Directories

Blog on Local Topics (Event, Activities, Locations, etc)

Tasks

Off-Page SEO Checklist

Setup Keyword Rank Tracking
Create Full Offpage Analysis and Competitor Research
Blog Posting
Claim Your Brand on Multiple Social Networks
Web2.0 Account Creation
Social Sharing Account Creation
Video Account Creation/Submission
Photo Sharing
PDF Sharing
Press Release
Reputation Management
Monitoring
Outreach Linkbuilding

Wanna take your Business to the Next Level? blackstormdesign.com/nextlevel