

## MY SEO CHECKLIST

### MY DESIGN:

- Is not flash!
- Is mobile-friendly
- Supports a blog
- Showcases services & products
- Has an easy navigation
- Looks good & up to date

### MY WEBSITE INCLUDES:

- Address, Email & Phone Number
- Hours of operation
- 3+ pages with words  
(1 with 250+ words)
- An easy Contact Form
- A quality "About Us" page

### MY METADATA:

- Has Title Tags (55-60 chars) and  
Meta Descriptions (155-160 chars)
- Titles & Descriptions match what's  
on each page
- I've researched my keywords
- I've Published sitemap to Google

### NOTES:

### CITATIONS & LINKBUILDING:

- I know my competitors and their top keywords
- My contact info is correct in Google & elsewhere
- I ask customers for reviews
- I found other places to list my business online
- I am aware of and actively pursuing  
Link Building opportunities

### SOCIAL MEDIA:

- I'm on the networks my customers are on
- I link back to my website or blog 2-4 times/month
- I actively pursue getting 5-star reviews

### PERFORMANCE:

- I've Installed Google Analytics  
(and I know how it works)
- I look at my how customers respond to my site
- I make changes based on those results