

Snackable BY ALESHIRE DESIGN SEO CHECKLIST

BASIC LIST

Laying The Foundation

- YOAST SEO (OR SIMILAR) PLUGIN INSTALLED
- SITEMAP CREATED WITH YOUR PLUGIN
- ROBOT.TXT FILE ADDED
- GOOGLE ANALYTICS INSTALLED
- GOOGLE SEARCH CONSOLE SETUP

Getting Started

- KEYWORD RESEARCH COMPLETED
- KEYWORD LIST COMPILED

For Web Pages

- SHORT DESCRIPTIVE WEB PAGE URLS
- USE TAG TITLES & DESCRIPTIONS
- INTERNAL & EXTERNAL LINKS USED

Content Optimization

- H1'S WITH KEYWORDS ON EACH PAGE
- INTRO OFFER ABOVE THE FOLD
- COPY USES LONG-TAIL KEYWORDS
- TEXT IS "READABLE"
- CONTENT IS RELEVANT & UNCOMPLICATED
- SHORT SENTENCES & PARAGRAPHS

Technical Essentials

- SITE IS MOBILE-FRIENDLY
- SSL IMPLEMENTED
- ELIMINATE DUPLICATE CONTENT

ADVANCED LIST

Advanced Content Optimization

- IMAGES USE DESCRIPTIVE ALT TAGS
- SCHEMA MARKUPS OPTIMIZED
- CONTENT PIECES CREATED FOR TOPICS
- SITE ARCHITECTURE ORGANIZED
- 404 PAGE OPTIMIZED

Advanced Technical Essentials

- IDENTIFY AND FIX CRAWL ERRORS
- SITE IS FAST-LOADING
- FIX BROKEN LINKS

BONUS POINTS

- REPLICATE YOUR COMPETITOR'S LINKS
- RECLAIM LOST LINKS
- PURSUE UNLINKED MENTIONS
- CONDUCT BLOGGER OUTREACH

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