

Digital Marketing Checklist

➤ ORGANIC SEO

To land a top spot on a search engine results page, like Google, review your website with these questions:

- Does every page on my website have a unique title tag?
- Does every page on my website have a unique meta description?
- Do the pages on my website have headings?
- Do my images have alt text?
- Do the pages on my website have internal links?
- Has schema markup been added to my website?
- Does my website have short, yet keyword rich URL structures?
- Does my website have unique pages for each product or service?
- Does my website have unique pages for each of my business' locations?
- Does my website have unique and substantial content on each page of your website? Keywords?

➤ LOCAL SEO

To leverage local ranking factors and rise to the top of online searches, review your website with these questions:

- Do you have a verified Google my Business listing?
- Is your business Name, Address & Phone number easily found when searching for goods or services related to your business?
- Are your business hours of operation accurate on Google/ your website?
- Can searchers easily navigate to your business location?
- Does your business listing have current photos of your location (interior, exterior, products)?

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➤ SEO GLOSSARY OF TERMS:

TITLE TAGS: An on-page SEO element that lives in the <head> section of the HTML of a page. It is typically visible in the tab at the top of your browser and display as the blue link in most search engines. It is the most important on-page SEO element next to the actual content on the page.

META DESCRIPTIONS: An on-page SEO element that lives in the <head> section of the HTML of a page. The meta description is only visible under the title tag and URL on a search engine results page. The keywords in the meta description that match the user's query are bolded when they do a search. It is said to have not be included in Google's algorithm but it can entice users to click on the result.

HEADINGS: Headings define the main content and sub-topics within a page. They help search engines identify the key elements within the content and establish relevancy.

IMAGE ALTS: Alt text lives in the HTML of a page and is used to describe an image. It was originally invented to assist the blind when using a screen reader.

INTERNAL LINKS: Internal links live within the content of a page and are used to connect relevant pages on the same site (not external). Internal links can pass value from one page to another and also enhance overall relevancy within a site.

SCHEMA MARKUP: Schema markup can be added to a website to structure key data on the page. You can markup things like events, reviews, articles, phone numbers and addresses to help search engine bots better understand your content.

URL STRUCTURE: The words/keywords used within the website address