

WINNING THE

SEO

GAME

DEPARTMENT
MARKETING

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C H E C K L I S T

WINNING THE SEO GAME

The following checklist is designed to help you optimize your website for maximum SEO results. Some optimizations are site-wide while others apply to individual pages.

SEO Optimizations for Entire Website:

- Your site is secured with an SSL certificate.
- Your site looks good on mobile phones.
- Images are compressed.
- Browser caching is implemented.
- HTML is minified.
- Unnecessary plugins and scripts have been removed.

SEO Optimizations for Individual Pages:

- Your primary keyword is included in:
 - Page title
 - The first 100 words
 - A subheading
 - Naturally throughout the body

- Your page title is compelling.

- Your page description is compelling and contains your primary keyword.

- Your page URL is short and contains your primary keyword.

- Your introduction is short and to the point.

- Your content is formatted so that it's easy to read.

- Relevant videos are embedded in your content.

- You linked to relevant internal pages.

- Your content is up to date.

- Your content is accurate.

- Your content thoroughly covers the subject.

- You implemented structured data where appropriate.

- You optimized for voice search:
 - FAQ pages
 - Featured snippet
 - Natural and simple writing