



THE MARSDEN MARKETING



# ESSENTIAL SEO CHECKLIST FOR WEBSITES IN 2016



## INITIAL SET UP

Task	Helpful Tips	Complete
Have you set up Google Analytics and Tag Manager on your site?	<a href="https://support.google.com/tagmanager/answer/6107124?rd=1">https://support.google.com/tagmanager/answer/6107124?rd=1</a>	
Have you set up Google Webmaster Tools for your site?	<a href="http://www.bruceclay.com/newsletter/volume117/set-up-google-webmaster-tools.htm">http://www.bruceclay.com/newsletter/volume117/set-up-google-webmaster-tools.htm</a>	
Is your website mobile friendly?	<a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a>	
Have you checked your indexed pages with Google?	Typing into any Google search box site:<Your Website URL> Review the snippets that are returned. Look for any oddities in the pages indexed by Google. This is also a good way to see all of the pages Google can find on your website.	

## WEBMASTER TOOLS

Task	Helpful Tips	Complete
Has the sitemap been submitted successfully to Google?		
Are you monitoring messages from Google in Webmaster Tools? (Important to do this frequently)	<a href="http://googlewebmastercentral.blogspot.ca/2013/08/manual-actions-viewer.html">http://googlewebmastercentral.blogspot.ca/2013/08/manual-actions-viewer.html</a>	
Are all of the pages on the site being indexed by Google?		
Are quality links pointing to the site?		
Are all internal links on your website pages working correctly? (It's also important to do this on a regular basis.)		

## PAGE SPEED

Task	Helpful Tips	Complete
Is your page speed for desktop higher than 70?	<a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a>	
Is your page speed for mobile higher than 70?	<a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a>	

## ON-PAGE SEO

Task	Helpful Tips	Complete
Do your page titles include the keywords you're trying to rank for?		
Are the page titles less than 65 characters (including spaces)?		
Do your meta descriptions include keywords you're trying to rank for?	Any words from the search query that are also within your meta description are automatically bolded, making them stand out in the SERPS (Search Engine Results Page).	
Are your meta descriptions less than 156 characters?		
Is the main heading tag on each of your pages an H1?		
Does your H1 contains keywords relative to the page content?	Also make sure the H1 contains keywords for which you're trying to rank.	
Are your URLs absolute, not relative? (Have you updated your page URL to include your keywords?)	Examples: Incorrect - <a href="http://www.url.com/page_324">http://www.url.com/page_324</a> Correct - <a href="http://www.url.com/seo-best-practices-checklist">http://www.url.com/seo-best-practices-checklist</a>	
Does the URL have dashes instead of underscores?	Dashes are preferable.	
Does your URL use the dashes sparingly? This can appear spammy if not.		
Do you have a robots.txt file?	Make sure there isn't anything marked "No Index" for the website.	
Are there any duplicate pages or duplicate content?	<a href="http://www.copyscape.com/">http://www.copyscape.com/</a>	
Is the word count on each of the webpages at least 250 words?		
Do your important keywords appear in the first paragraph of each page?		
Are your blog posts at least 250 words?		
Do the important keywords appear in the first paragraph of each blog?		
Is there a link to your sitemap in the footer of your website?		
Does each webpage have text?	Pages with only images don't have much value to search engines.	

## IMAGES

Task	Helpful Tips	Complete
Do all of the images have ALT attributes (ALT text) with keywords?		
Do the images have proper descriptions? This is vital for the American Disabilities Act.	The American with Disabilities Act says you should always describe the image on the page for the vision impaired. Ensure your images have proper descriptions associated with them, and if appropriate, keywords for the page.	

## SOCIAL MEDIA

Task	Helpful Tips	Complete
Is your Youtube account set up with your website address on the profile?		
Is your Linked In account set up with a link back to your website?		
Is your Twitter account set up with a link back to your website?		
Are you using Twitter, LinkedIn, Facebook and even Youtube to draw traffic to your site?		