



Hillsdale Web Design's SEO Checklist for _____

SEO is an ever-evolving science, endless and multi-dimensional. It is so complex that it doesn't fit into one format.

Mix and test different methods, analyze the results and be mindful of local SEO vs. organic. SEO or SEM should never be used alone. SEM is right after SEO, but it takes both to be successful. Know your competition.

Tech SEO

- ☐ Code Efficiency
- ☐ Website Speed
- ☐ Mobile Responsiveness
- ☐ SSL/HTTPS

- ☐ Tag H1, H2, H3, etc.
- ☐ Relevant Paragraphs with Optimized Content
- ☐ Setting URLs
- ☐ Headings

On-Page SEO

- ☐ Page Title
- ☐ Meta Description
- ☐ Keyword Clusters
- ☐ Match Content to Internal Links
- ☐ Keywords in Page Body
- ☐ Setting ALT Tags

User's Experience

- ☐ Site Structure
- ☐ UX Design

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Off-Page Seo

- ☐ Social Media Presence
- ☐ Backlinks

Reputation Management

- ☐ Blog Posts
- ☐ Being Accessible and Responsive on Review Sites
- ☐ Forums
- ☐ Facebook Groups
- ☐ Directory Listings Program
 - ☐ Google My Business
 - ☐ Bing
 - ☐ Yahoo
 - ☐ Yelp

SEM

- ☐ Content Marketing
- ☐ PPC
- ☐ CTA
- ☐ Social Marketing
- ☐ Email Marketing
- ☐ CRO

User's Experience (Cont.)

- ☐ Analytics

Mobile SEO

- ☐ Voice Search
- ☐ Natural Language
- ☐ Optimize Snippets
- ☐ FAQ Pages

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