

SEO CHECK LIST FOR YOUR WEBSITE



When we analyse websites, we can see banal mistakes, it's visible, that website is promoting, but some moments are not finished.

There are always the best to have a Checklist by which you can follow all the things to be done, after you create your website.

The best is to have a check list already in your computer.

Who need a Check List?

- SEO professionals of the beginning level
- In-house marketers – the professional who is responsible for SEO optimization of the website, social media managers, those who have no idea how to optimize a website



Even if you are experienced SEO professional – this check list

Will help you always to be sure about the website you promote

Check your site for compliance with each of the points below, make a list of works and start implementing.

Technical factors

1. Correct Robots.txt
2. Correct Sitemap.xml
3. No duplicate pages and posts
4. Canonical pages
5. Pagination on the website
6. In Google and Yandex indexed same amount of pages
7. There are no broken links
8. There are no mixed content
9. Human readable links on the website
10. The URL does not contain the capital letters
11. No Server Errors
12. No errors on the website
13. Implemented micro-markup
14. Implemented Open Graph markup
15. Your website is fast loading
16. Responsive website design
17. The rel = alternate attribute is used
18. The site is displayed correctly in different browsers
19. Server withstands the load
20. Localized page markup
21. The site is free of viruses and malicious code
22. There are no copies of the site
23. Document weight less than 10 MB
24. Set targets on the analytics

Inner website optimization

1. Optimization of the titles
2. Optimization of the meta tag Description
3. Add Keywords
4. Optimize Title H1
5. Distribution of link weight in favor of important pages
6. The site implements "bread crumbs"
7. Inner links
8. No hidden text
9. Quick links have been generated
10. Image optimization - ALT description

Semantic core

1. Collected requests from all possible sources
2. Collected tips in Google
3. Frequent slang expressions, errors, abbreviations, or possible name variations are taken into account
4. Semantic core is relevant
5. Inappropriate requests are excluded

Content

1. Blog / Articles
2. Section "Question-answer"
3. Tagged pages
4. Work examples
5. Regular content posting
6. Content formatting
7. Using photos and infographics in content
8. No grammatical and spelling mistakes
9. Unique texts
10. Ability to bookmark and share a page

Your article should have a **bright title** (with sharp questions or benefits that the audience will receive after reading the article), high-quality images with captions (for where to find them, see the article "Where to get high-quality illustrations for your blog and social networks") and boxes with the most interesting moments of the material. Title, description, h1-h2, alt attribute for images, logical linking (for people, not search engines) must be present.

Commercial factors

1. Information about the company
2. Description of delivery and payment
3. Customer support
4. Social networks
5. Promotions
6. Credit
7. Warranties and Returns
8. No advertising of third-party sites
9. A large assortment
10. Card Product
11. Ease of use of the site

12. The ability to go to the cart from any page
13. Legal details and licenses / certificates
14. Registration via social networks
15. The presence of the https protocol (signed SSL certificate)
16. Possibility to choose a city
17. Email on your own domain

External factors

1. Lack of AGS sites and explicit SEO links
2. Displaying all links in webmaster tools
3. Indexing of referring pages
4. No spam in the anchor list
5. The link mass is not worse than that of competitors
6. Lack of links from sites of prohibited topics or with suspicious anchors
7. Lack of external links to non-existent pages
8. Using free ways to get links
9. Recharge with social signals and crowd marketing
10. Brand mentions on the Internet
11. Lack of link sweepers and hidden links on the site

Regional promotion

1. Linking via "Google Search console" <https://search.google.com/search-console>
2. Availability in the Google My Business directory
3. Availability of pages for a robot regardless of its IP
4. Geo sitemap
5. Availability of regional pages
6. Reviews or cases of your customers indicating the locality
7. Links from regional sites

Behavioral factors

1. Login pages match their request
2. The entry points with a high bounce rate for targeted requests have been identified
3. Time on the website is not less than that of competitors
4. Attractive snippets for social media

In Addition

Facebook, Instagram, Twitter, Telegram, Pinterest - you must register on all popular social networks and instant messengers. Some of them will be more effective for your niche, some less, but you need to be present in all of them, because you never know what material will “shoot” and where. Grab any opportunity to increase your reach, test different sites, and, of course, think about your users: let them have the opportunity to communicate with your company on the site where it is convenient for them.

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