



The Ultimate SEO Checklist

Become the leader in your market with this powerful tool.

At Profitworks, we have years of experience helping small business owners get their brands noticed online through search engine optimization. To help you get started, we've created this free checklist that includes some of the most important steps in making your website SEO friendly for your audience. If you're having trouble completing any of these steps, feel free to contact our team.

[GET SEO HELP](#)

ON PAGE SEO

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Conduct Keyword Research

Before creating a web page or blog post, it's important to have a strong understanding of what your audience is searching for. Use tools like Google Adwords Keyword planner to determine what phrases or terms your target is using to find content, their intent, and how difficult it will be for you to rank based on the top search results for that keyword. Choose the keyword that will give you the highest opportunity to rank and optimize your page for it.

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Include Keyword in Title Tags

It's important to have your chosen keyword in the title tag of your page so that when Google crawls it, the search engine is able to connect your content to the term that your user is searching for. Find a way to incorporate your keyword into an engaging article title so that users will want to click through when they see it in search results, and read more once they land on the page.

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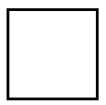
Include Keyword in Meta Description

Meta descriptions are also an important element for search engines to crawl when determining which pages to display in search results. Including your keyword and writing an engaging description for your content will improve the likelihood of your page being displayed for your keyword.

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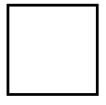
Include Keyword in URL

By including your keyword in the URL for the page you are creating, you are signalling to Google that your page is about the topic that your audience is searching for. Creating a short, concise URL that contains your keyword will improve your ranking for the topic.



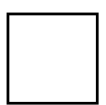
Use One H1 Tag

Your H1 tag should appear at the beginning of your content and should signal to Google what the page is all about. To avoid crawling issues, it is best to include only H1 tag with your keyword.



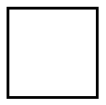
Content Quality

Content quality is the most important element of SEO. Google's goal is to identify and to provide the most helpful, relevant content on the web to its users, and the better you are able to answer your audience's questions, the more likely you are to rank. In determining content quality, it's important to consider things like length (longer-form content typically performs better than short-form), images, content organization and readability, and the uniqueness of your wording.



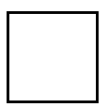
Write Long Form Content (500+ Words)

Although it is possible to rank with shorter-form content (i.e posts below 500 words), Google typically favours content that provides more thorough, in-depth information on a topic. Having more than 500 words will improve your chances of ranking, however, content around 2000 words seems to be the most successful.



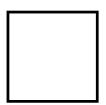
Relevant Terms in Content

When writing, it is important to include terms related to your keyword throughout your content. This will help search engines understand what your page is and tie it back to your primary keyword. For example, a cleaning company with the keyword "cleaning services canada" may want to include keywords related to cleaning services, such as "carpet cleaning" or "bathroom cleaning".



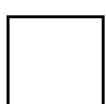
Add Alt Tags to Your Images

Without alt tags, it becomes difficult for Google to crawl your images and determine what they are showing your users. By adding alt tags to describe what the image is showcasing, Google can "read" them and consider their relevance to the keyword you are optimizing for.



Link to Relevant, Authoritative Websites

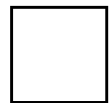
Linking to pages with content similar to that of the page you are linking from will help Google connect the ties to determine what your page is about. When linking, it's important to link from keywords that are relevant to the text on the page you are sending users to, as well as that website's authority. Connecting your page to other websites that are both relevant and authoritative in the industry will improve the authority of your own website.



Don't Duplicate Content

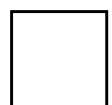
Make sure that the content on your page is not duplicate information of what you or another person has published before. If you are writing about a topic that other pages have previously covered, try to find ways to make your content better or unique to so that Google recognizes it as fresh, valuable information for users.

EXTERNAL SEO



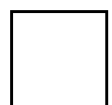
Claim Your Google My Business Listing

Google's business listings are some of the first results to display for service-related and local keywords. Claim your business so that individuals searching for a product or service similar to yours will see your listing before all other search results are displayed.



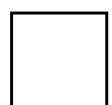
High Quality Backlinks

The number of links from other websites that direct to your content, including the strength of the pages that the links are coming from, will help you improve the ranking of your website. Look for opportunities to request links from authoritative websites and including share triggers to improve the ease of linking to your content.



Increase Social Media Shares

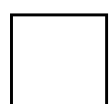
Having shares on social media is helpful in generating links toward to your website, while also signalling to Google that there is a social community around your content online. Encourage social media shares, likes and comments on big platforms like Facebook, Pinterest, Google+, LinkedIn and Instagram whenever possible.



Referring Domains

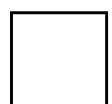
In addition to the number of backlinks your content has, Google also looks for the number of unique referring domains. Although it's easy to get 100 links from 10 websites, it's much more difficult to get 100 links from 100 websites.

TECHNCIAL SEO



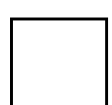
Improve Mobile Friendliness

Mobile searches are becoming increasingly common. Make sure that your online experience is just as pleasant for users searching from their phones, including quick load times as well as responsive images and text across devices.



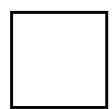
Improve Site Speed

Having a website that loads quickly is important in creating a positive user experience. Google will recognize if your website loads slowly and users typically bounce, so make sure that your site is loading as quickly as possible.



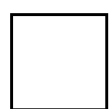
Correct Bad Redirects and Broken Links

Having certain pages on your website lead to 404 Error pages almost guarantees that your website visitors will bounce. Over time, modify bad redirects on your website using tools like Google Search Console and Google Analytics to ensure that the links throughout your website are leading to the right places.



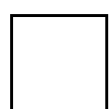
Use Google Tag Manager

Google Tag Manager is a tool that allows you to install code on your website in order to track the behaviour of your visitors. It enables you to use other tracking and analytics tools, such as Google Analytics, that will help you improve your ability to measure the effectiveness of your SEO.



Use Google Search Console

Google Search Console is a helpful tool that allows website owners to gain relevant insights as to how their website is performing, include the keywords that your website is ranking for and the health of your web pages.



Use Google Analytics

Google Analytics is a critical tool in monitoring and improving your SEO efforts. It is used to track traffic to your website from all sources, including organic search, direct search, referrals and more. It will also provide insight into what your users are doing on your website, including their behavioural journey after entering, bounce rates and conversions.

THE BENEFITS OF OUTSOURCING SEO

1. Saving Time

Taking the time to perform each of these tasks can take 5-20 hours per week of your or your employee's time. Allow them to focus on the tasks that they do best by leaving search engine optimization up to experts.

2. More effective SEO

Trained experts have more experience and expertise when it comes to SEO practices and tools. They stay on top of the newest trends and can apply their learnings to your website as techniques and trends change, avoiding the need for you to take time out of business operations to do the same.

Profitworks Small Business Services

At Profitworks, we are a team of marketing experts driven by results. We've helped countless small businesses get their brand noticed on the web through SEO and we can help yours, too.

GET SEO HELP

www.profitworks.ca