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SEO Checklist

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SEO Checklist

WEBSITE STRUCTURE & TECHNICAL SEO

- ☐ Planned & Easy to Navigate Website Structure
- ☐ Proper indexing and crawlability with sitemap
- ☐ Set Up custom 404 page and address any broken links
- ☐ Check site speed & mobile friendliness
- ☐ Ensure there is a new privacy policy page on site

ON-PAGE & CONTENT OPTIMIZATION

- ☐ Optimize meta descriptions, page site description, and meta titles
- ☐ Optimize website images using ALT tags
- ☐ Optimize website links both internally and externally
- ☐ Research keywords & Identify your organic competitors

LOCAL SEO

- ☐ Track your rankings and visibility with Google Analytics
- ☐ Publish cookie or privacy policy
- ☐ Utilize Google Search Console
- ☐ implement local schema markup
- ☐ Complete Google Business Profile

UTILIZE SOCIAL MEDIA

- ☐ Optimize your social media pages
- ☐ Leverage Social Media Signals
- ☐ Post on multiple platforms including Google Business Profile

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