WINNING THE
SEO
GAME

CHECKLIST

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The following checklist is designed to help you optimize your website for maximum SEO results. Some optimizations are site-wide while others apply to individual pages.

SEO Optimizations for Entire Website:

❏ Your site is secured with an SSL certificate.

❏ Your site looks good on mobile phones.

❏ Images are compressed.

❏ Browser caching is implemented.

❏ HTML is minified.

❏ Unnecessary plugins and scripts have been removed.

SEO Optimizations for Individual Pages:

- ❏ Your primary keyword is included in:

    - ❏ Page title
    - ❏ The first 100 words
    - ❏ A subheading
    - ❏ Naturally throughout the body

- ❏ Your page title is compelling.

- ❏ Your page description is compelling and contains your primary keyword.

- ❏ Your page URL is short and contains your primary keyword.

- ❏ Your introduction is short and to the point.

- ❏ Your content is formatted so that it's easy to read.

- ❏ Relevant videos are embedded in your content.

- ❏ You linked to relevant internal pages.

- ❏ Your content is up to date.

- ❏ Your content is accurate.

- ❏ Your content thoroughly covers the subject.

- ❏ You implemented structured data where appropriate.

- ❏ You optimized for voice search:

    - ❏ FAQ pages
    - ❏ Featured snippet
    - ❏ Natural and simple writing