

# SEO Checklist

## How to rank high in search engine results.

Optimized SEO gets you found first and fast search engine results. If you aren't on the first half of the first page, then you are fighting an uphill battle against people who have more traffic, better optimizations, and constant content. We want to make it easy for you to rank fast and first, but in a way that anyone on your team can handle.

### Core Essentials

For each box, mark whether you have taken the appropriate steps with either a Y (yes) or N (no).

<input type="checkbox"/>	Is your site indexable?	<input type="checkbox"/>	Are you running SSL (https:// not http://)?
<input type="checkbox"/>	Have you installed Google Analytics?	<input type="checkbox"/>	Have you set up Google Search Console?
<input type="checkbox"/>	Do you have an SEO plugin installed and active?	<input type="checkbox"/>	Is every page on your site optimized for SEO?
<input type="checkbox"/>	Does your site load in under three seconds?	<input type="checkbox"/>	Do you have a growing list of keywords/phrases?
<input type="checkbox"/>	Is your front page smaller than four megabytes?	<input type="checkbox"/>	Does every page explain itself in the first paragraph?
<input type="checkbox"/>	Do you have a visible sitemap?	<input type="checkbox"/>	Are you verified on all social networks?
<input type="checkbox"/>	Are there broken links that are not redirected?	<input type="checkbox"/>	Is your site mobile responsive?

### Critical Components

For each box, mark whether you have taken the appropriate steps with either a Y (yes) or N (no).

<input type="checkbox"/>	Do you have an SEO point-person within your org?	<input type="checkbox"/>	Is every component of your SEO data compelling?
<input type="checkbox"/>	Do you answer the "Why, What, & How" per page?	<input type="checkbox"/>	Is your SEO title less than 60 characters?
<input type="checkbox"/>	Are you focusing on good UX throughout the site?	<input type="checkbox"/>	Does your SEO snippet fit within 320 characters?
<input type="checkbox"/>	Are your primary keywords highlighted per page?	<input type="checkbox"/>	Are your SEO keywords under 25?
<input type="checkbox"/>	Is your primary keyword in the title of your page?	<input type="checkbox"/>	Are your keywords contextual to each page?
<input type="checkbox"/>	Is your primary keyword in your meta description?	<input type="checkbox"/>	Do you have three inbound links per page?
<input type="checkbox"/>	Does each page have a featured image?	<input type="checkbox"/>	Do you have two outbound links per page?