Marketing For Owners With **Jon Butt**

Less Selling, Better Profits. Less Stress, Better Life.

2015 SEO Checklist

Full article:

http://www.marketingforowners.com/pandas-penguins-kill-seo-2015-seo-checklist/

On Page Tips

☐ **XML Site Map**

See **XML-Sitemaps.com** to get you started.

☐ **Keywords**

Keywords should appear in your meta title, descriptions, page title, alt tags.

☐ **Start And End**

The first few and last few sentences should include your keyword. Include it elsewhere in the article as well but only if you can do so naturally. Don't keyword stuff!

☐ **Geo Searches**

Particularly mobile searches, which rely heavily on geo-targeting. Include geo-meta tags (see **Geo-tag.de**)

☐ **Google Webmaster Tools**

Check for 404 errors, 500 errors, missing titles, short meta descriptions, any duplicate content and for other technical errors.

☐ **Localize Your H1 Tags**

If you're a local business, make sure you include your location in the H1 tags and meta tags.

☐ **Watch The Truncation**

Remember the appropriate chopping block/character limit for each tag:
- Title Tag **:** Try to keep it fewer than 55 characters to ensure it displays most effectively in search results)
- Meta tags**:** Keep it to 155 characters or less.

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☐ **Use Absolute URLs**

Use absolute URLs (versus relative URLs) whenever you can.

☐ **Site Speed**

Check your site speed with **Google Page Speed Tools** or **GTMetrix.com**.

Content Tips

☐ **100-150 Words Minimum**

Give Google some search engine friendly copy on each page of your site. Include 100-150 words *as a minimum* (such as ecommerce product descriptions).

☐ **Same Keywords In Title Tag & Body Copy**

Make sure you include the same keywords you have in your Title Tag in your page content. Try to sneak the keyword in there 3-4 times as long as it's natural.

☐ **Be Unique**

Your content needs to be 100% unique. The #1 worst thing you could do to your rankings is to get hit with a duplicate content penalty.

☐ **Use Synonyms**

Avoid duplicating your content by using a LOT of synonyms, when discussing topics you have often seen discussed online before.

☐ **Use Images**

Make sure all of your images have descriptive ALT tags and factors. Be very descriptive (without making your file names way too long).

☐ **Link Building**

Implement a regular link-building process. **IMPORTANT!** Make sure you do it in a natural, relevant, Google-friendly way.

☐ **Robots.txt**

Create a Robots.txt file and submit it in both Google and Bing Webmaster Tools.

☐ **Social Media**

Make sure you 'own' your brand name on all the social media platforms. A large and engaged social media can help Google decide how 'popular' your site is.