

TIGER29 – SIOUX FALLS SEO

We hope you enjoy this free SEO checklist. We are happy to help your company achieve better search engine rankings! Please let us know if you have any questions. Call us at (605) 275-2122.



Basic On-Site SEO Checklist

<input type="checkbox"/>	Schedule time on your work calendar to focus on SEO. Block schedule at least 1 hour per week or 4 hours per month for all Search Engine Optimization activities.
<input type="checkbox"/>	Review your site content. Does your website talk about all your products and services in detail? How many pages are on your site? Adding pages/information to your site will help attract traffic from Google, Yahoo, and Bing.
<input type="checkbox"/>	Review the URL structure of the entire site. Use SEO friendly URLs that describe the page and the information that can be found.
<input type="checkbox"/>	Review page titles. Page titles should be descriptive to what appears on the page. They should be less than 60 characters, but this is not a hard rule. Adjust the page title on every page of your website. An example of a bad page title is "Home", a better page title would be "Widgets For Sale Sioux Falls, SD – Company Name".
<input type="checkbox"/>	Review page descriptions. Page descriptions should be descriptive to the information that appears on the page, and should generally match the page title. Page titles should be long enough to describe the page, but less than 160 characters. Like titles, this is not a hard rule. Adjust page title on every page of your website.
<input type="checkbox"/>	Make sure every page has a H1 tag around the top headline. The top headline should be descriptive of the page, include core concepts or keywords, and generally match the page title and description.
<input type="checkbox"/>	Secondary headlines on every page should incorporate H2 and H3 tags. Each should be descriptive of its section of the page. H2 and H3 tags should include core concepts or keywords.
<input type="checkbox"/>	Review the navigation of the website. Are important pages included? Are there unimportant pages included in the menu. Make sure the navigation makes sense.
<input type="checkbox"/>	Review the footer of the website. Depending on how the site was designed, there may be opportunities to improve navigation through the footer. Address and contact information should be included in the footer.
<input type="checkbox"/>	Be sure social media properties for the business are linked in the header or footer.
<input type="checkbox"/>	Check to see if your site is mobile friendly. Google Search Console has a tool for checking this. If it isn't correct as many parts as possible.
<input type="checkbox"/>	Review images and be sure to include alt tags on all images on the site
<input type="checkbox"/>	Check for broken links and fix them Reviewing Google Search Console can help with this.
<input type="checkbox"/>	Review external sites you are linking to. Be sure to limit outbound links to relevant, authoritative websites.

Tips:

-There are multiple website auditing tools available that can help with on-page search engine optimization. Although these can be very helpful, they are often used as a lead generation tool. Expect to be contacted by the SEO company who provides the service. Tiger29 can provide an audit showing problems on a sitewide basis.