

# The Science of SEO Checklist

To boost your search engine ranking

## On-Page SEO



On-page SEO focuses on optimizing parts of your website that are within your website to rank higher.

- Title Tag:**  
Add the target keyword to the page or post title.
- Meta Description:**  
Write a short, eye-catching meta description that includes the target keyword.
- Page URL:**  
Include the keyword in the page or post URL.
- Keyword Placement:**  
Include target keyword within the first 100 words in heading and strategically throughout the body content.
- Images:**  
Optimize images by adding the target keyword to the (Ex: Keyword.jpg) and alt text.

**Tip:** Write for your audience first. not SEO. Keywords should be used naturally and not forced in your content.

- Internal and External Links:**

Internal Links	External Links
Include links to other pages and posts on your site.	Include links to relevant and high-quality sources.

**Tip:** Use broken link checker quarterly to update or remove outbound links that have changed

## Off-Page SEO



Off-page SEO focuses on increasing the authority of your domain through elements outside of your website.

- Quora:**  
Provides insightful answers to questions relevant to your area of expertise.

**Tip:** Focus on increasing your brand's online footprint, establishing thought leaderships and building your online reputation through external sources.

- Social Media:**  
Post links to your blogs on social networks like Facebook, Twitter and LinkedIn.
- Influencers:**  
Build connections with influencers in your industry and ask them to share your posts.
- Videos:**  
Repurpose blog posts into how-to videos and post them to YouTube, the second most visited website in the world.

## Free Tools:

- ahref's Broken Link Check (<https://bit.ly/3E0iSGs>)
- ahref's Domain Authority Check (<https://bit.ly/3b1HcLz>)
- Google Search Console (<https://bit.ly/3pltiMT>)
- Google Analytics (<https://bit.ly/3vwY6et>)
- Google Page Speed Insights (<https://bit.ly/3aYv5iB>)
- Easy Local Online's Business Citation Checker (<https://bit.ly/3IYbLYS>)

- Domain Name Registration & Hosting Provider:**  
While not as strong, these factors can be optimized to improve organic rankings

# Month/Year

Users

New Users

Sessions

Search impressions

Search clicks

Inbound Links

Domain Rating

## Free Tools

1. ahref's Broken Link Check (<https://bit.ly/3E0iSGs>)
2. ahref's Domain Authority Check (<https://bit.ly/3b1HcLz>)
3. Google Analytics (<https://bit.ly/3vwY6et>)
4. Google Search Console (<https://bit.ly/3ptiMT>)
5. Google Page Speed Insights (<https://bit.ly/3aYv5iB>)
6. Easy Local Online's Business Citation Checker (<https://bit.ly/3IYbLYS>)



## Local SEO Tip

### Google My Business (GMB)

- Claim and Verify your GMB profile. Complete every field for better exposure.
- Upload plenty of quality photos on your GMB listing. NO STOCK PHOTOS!
- Make sure your hours on your GMB listing are accurate and up to date.

### Local Citation Submissions

- Check Business Name, Address, Website URL and Phone Number are accurate on Yelp! and other 3rd party sites.

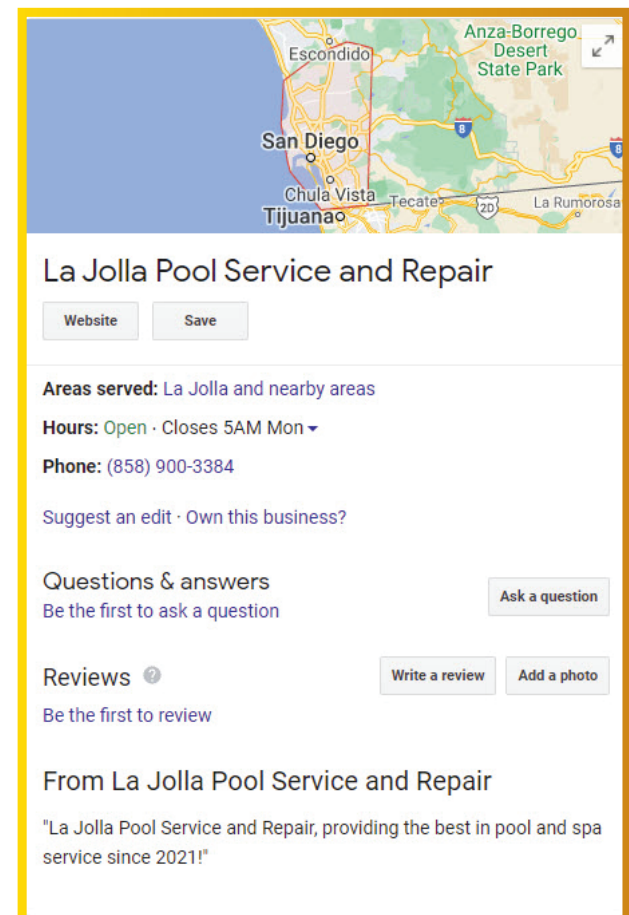
### Reviews

- Get a review system in place and ask HAPPY customers for a review!
- Respond to all good AND bad reviews.

**Tip:** Check out how to respond to negative reviews (<https://bit.ly/3B0t4wE>)

### Landing Page

- Include your primary city, state, and neighborhood name in your title tags and throughout your content.



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