ARC DIGITECH

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SEO CHECKLIST
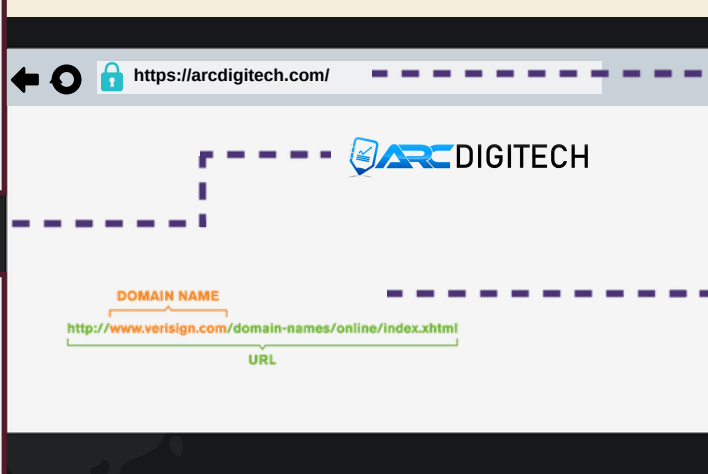
ON PAGE SEO CHECKLIST

Create an unique domain name
Having an unique website name will help in creating a brand

Keep Domain and all URLs as either www or non-www
Maintaining a consistent domain version will help in ranking in the search engines

Optimizing logo size and the logo file name
Helps reduce bounce rate and improves the speed of the site's page

Include Your Keyword In Your URL
It helps in improving the site's search visibility and increases the click-through-rate

https://arcdigitech.com/

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DOMAIN NAME
http://www.verisign.com/domain-names/online/index.xhtml
URL

Use Short URLs
URL should be descriptive yet short and should contain the target keyword. Keep it as short as possible

Optimize the meta description tag
Use keywords in the meta description and it will help in ranking on all the search engines

Embed Title Tag Modifiers
Add words or phrases to rank for long tail keywords

Optimize your site structure for site links
Helps Google to pick the most important pages to list as site links

```
<head>
<meta name="description" content="Free Web tutorials">
</head>

<h1>Heading 1</h1>
<h2>Heading 2</h2>
<h3>Heading 3</h3>

<form>, <table>, and <article>

<img src="smiley.gif" alt="Smiley face">
```

Use Your Keyword Once In The First 150 Words
As google emphasizes on the first 150 words ,make sure to add your keyword once

Use the Keyword in the H1, H2 or H3 Tags
Using keywords in the heading tags helps to increase the relevancy for the keyword.

Use Alt tags to optimize images
Giving Alt attributes to the images will help Google understand better about the image.

Use Semantic markup
It's a way to write and structure your HTML. Helps in SEO.

https://arcdigitech.com/

Use short and descriptive URL Permalink
Helps in better click-through rate

Use Synonyms and LSI Keywords
Increase relevancy of content and rank for long tail keywords

Use hyphens to differentiate words in URL structure
The structure of the URL is important. So, keep your URLs simple and optimize by using hyphens

Check for duplicate content
Having unique and good quality content will help in ranking in Google.

Use Internal Links
Helps in establishing relevance and reduces bounce rate.

Use External Links to authority sites
Helps in establishing authority and increases readability

Use social sharing buttons
Allows visitors to share your content online easily

Install Rank Math (or a similar SEO plugin)
Helps you optimize your site for ON page factors

Create a sitemap
Helps google find all the pages in your website

Find a primary keyword to target
The right keyword helps you rank easily and get the most no. of visitors

Understand 'search intent'
Helps in understanding visitor need and providing relevant information to visitors

Write a compelling title tag and description
Helps user understand the topic and improves CTR

Add schema markup
To enhance SERP visibility

Use short sentences and paragraphs
Makes the content appealing and easier to understand

Focus on readability
Improves user engagement, reduces bounce rate and improves ranking

Write a kick-ass intro
Helps google find all the pages in your website

Setup google search console
Helps track the performance of your site in google search.

Install bing webmaster tools
Its effective features like the keyword-research tool makes it worth optimization.

TECHNICAL SEO CHECKLIST

Use optimized robots.txt
This helps in not showing certain files or page folders in Google

Identify Crawl Errors
Solving the errors will improve the site's ranking

Create HTML site map ✓

Helps in better navigation and indexing of the site

Use Country TLD extension ✓

Helps boost country specific ranking of your site

Submit XML sitemap

Helps speed up the indexing and also quickly informs google about the changes that is done on the website ✓

Add breadcrumbs ✓

To improve navigation of your site

Make Your Site Mobile-Friendly ✓

Improves user experience and search engine ranking

Fix Broken Links ✓

Broken links stops the web page from indexing.

Secure Your Site With HTTPS ✓

Helps boost the rank on search engine as your site provides secure service

Fix Duplicate Meta Tags ✓

Find and remove duplicate meta tags.

Check Your Site's Loading Speed ✓

Helps in improving bounce rate and in turn, helps in SEO.

Make your website responsive ✓

In the mobile era, making the website responsive helps you in reducing bounce rate across all platforms.

OFF PAGE SEO CHECKLIST

Reverse engineer your Competitor's Backlinks
Find quality websites to get backlinks from

Submit to google local listing
Helps in local SEO and establishing authenticity

Set up Search console (webmaster tools) account
Webmaster tools list indexed pages, internal and external links, problems with your site and more

Guest Posting
Secures you good quality high authority links

Build Contextual Backlinks With Link Roundups
Drives attention to the website and gets shares.

Become a Podcast Guest
Brings more exposure to your website

Mention Influencers In Your Blog Posts
Creates buzz and drives attention of influencers. They may share your blog post too.

Get business reviews
Reviews on local websites helps to get leads

Use social media bookmarking
Helps in SEO by diversifying your link profile. Do bookmark regularly over a period of time.

Create social brand pages
Diversifying brand profiles establishes trust.

Join relevant forums and Q/A websites and engage
Helps you in local SEO and gets you a backlink

Use google business reviews
Positive reviews can increase brand trust resulting in higher conversion

Set up RSS feed
Helps in promoting and sharing your content thereby providing attribution link back to the website

Choose appropriate host
To avoid downtime of the website

Use google disavow tool
Helps disavow unnatural and spam links from the site

Search for broken link building opportunities on wikipedia
Helps in local SEO and establishing authority.

Create infographics to generate backlinks
Helps in procuring authority links of high quality

Check and review google analytics account
Reviewing regularly will provide an in-depth analysis of the website's performance, traffic sources etc

Use google keyword planner to find untapped keywords
Helps in keyword research for your brand.