SEO Checklist

How to Build a Profitable and Successful Website

Introduction

High rankings are equally important for marketers who want the targeted customers to find their business in two shakes when searching on Google and for publishers who want to get more offers and monetize their sites faster.

That's why we've created this checklist for you to quickly assess your site and make sure that you're all set for attracting customers or marketers to it and earning money.

Find out the most crucial SEO factors, learn how to check them on your site, and discover how to improve them for better rankings results.

This checklist is a completely ready-to-use tool that will help you work on the things that matter most and get immediate improvements as soon as you check the last box.

What's in this checklist?

Technical SEO

Working on technical SEO means making sure that the search engines properly crawl and index your site to rank it. These parts of technical SEO are not direct ranking factors, but if any of them doesn't work properly, your site risks being an outsider on the SERPs.
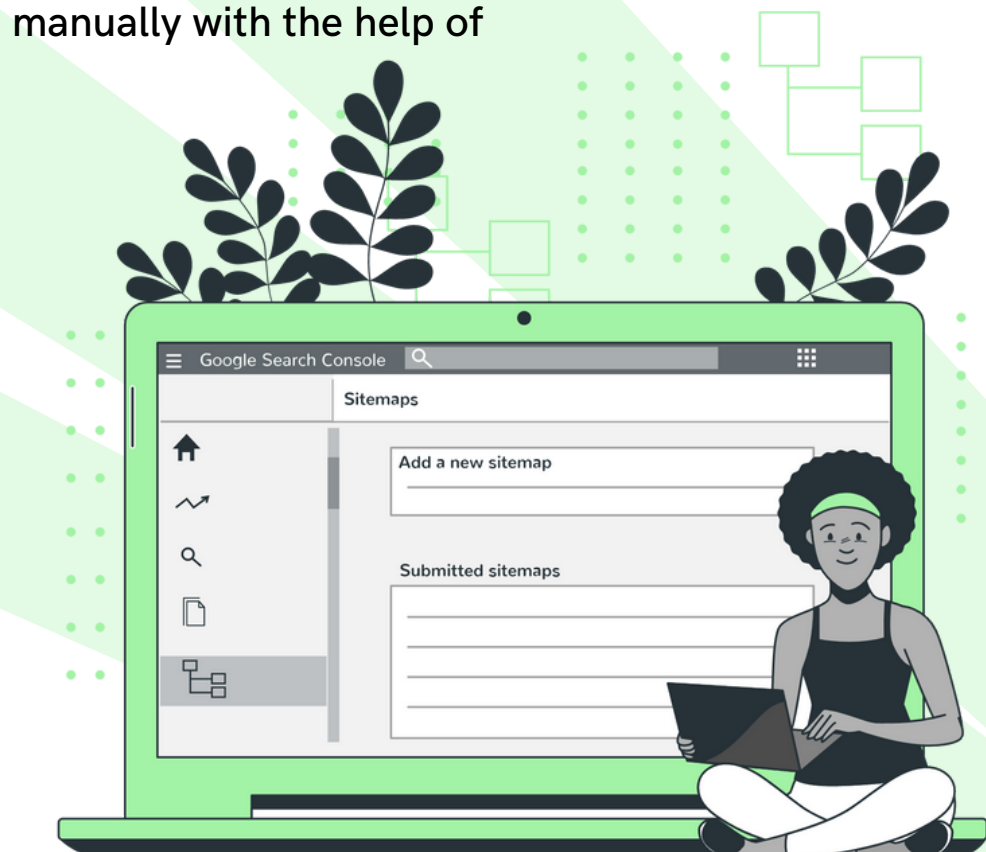
01

XML Sitemap

XML sitemap will provide the search engines with the main information about your site - its structure, the number of pages, the latest changes' dates, and the pages of higher priority.

How to create a sitemap?

✅ Google XML Sitemaps plugin

✅ XML Sitemaps in the Yoast SEO plugin for WordPress

✅ Build the sitemaps manually with the help of Google

02

Robots.txt

Another important list of instructions for the search engine crawlers. Initially, they can visit and index each page of your site, so if you want to prevent the search engines from crawling some pages, tell them so by including the "Disallow" instruction.

Examples

All pages can be indexed:

```
User-agent: *
Disallow:
```

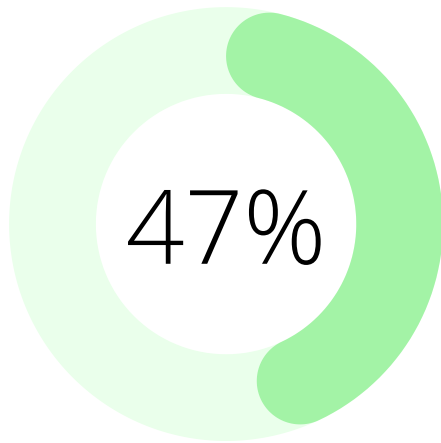One page that can't be indexed:

```
User-agent: *
Disallow: /pagename.html
```

Where to place Robots.txt? The highest directory of your site:
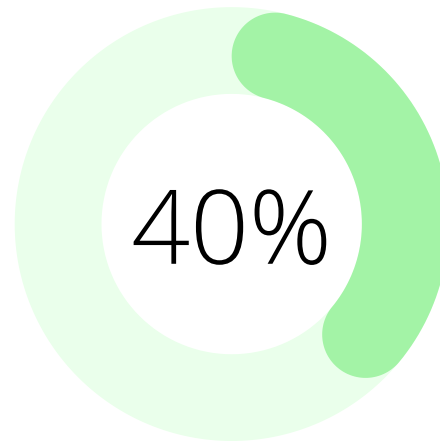
```
www.yoursite.com/robots.txt
```

03

Speed

47%

40%

**47% of people expect your site to load in less than 2 seconds**

40% will abandon it entirely if it takes longer than 3 seconds

Fast loading sites save your users' time and improve your rankings, as it's been proven to be one of the ranking factors.

To check your current site speed, use PageSpeed Insights by Google. The page will also tell you how to work on the things that need some improvement.

04

Mobile

61%
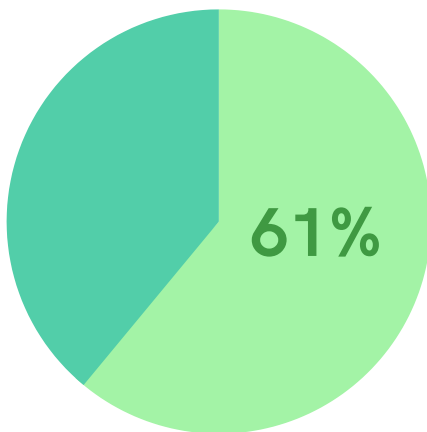
61% of users are unlikely to return to a site on mobile if they had trouble accessing it

First of all, yes, having a mobile version of your site enhances the user experience. What's more, is that mobile-friendliness has been a ranking factor on mobile for a while now.

You can go through the Mobile-Friendly Test on Google to see how your site is doing and then work on any issues that were identified.

To be certain that your users access a convenient website, always perform manual testing

even if Google confirms its friendliness. There are plenty of online tools for that. At the moment, we're enjoying this one.
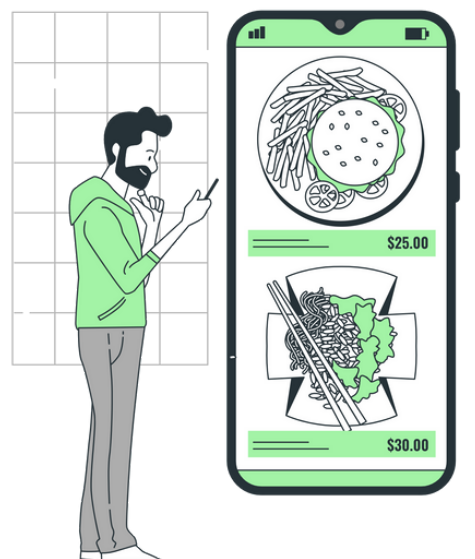
On-page SEO

Proper on-page SEO helps separate pages of your site rank higher and boosts relevant traffic to your site. Working with on-page SEO is rather simple, as it includes elements that you can change yourself, like the content or HTML code of your site's pages.

Adsy

01

Keywords & topics

Before you start creating or ordering any content for your site, you need to figure out the main subjects you will build it around. This, followed by the keyword selection, will help users find your site faster when searching for info on Google.

Free tools you can use at this stage:

✓ LSIGraph

✓ Ubersuggest

✓ Google Keyword Planner

They are made to assist you in finding the right words and phrases that you can later include in the content on your pages. Keep reading to see where these keywords fit best for greater results.
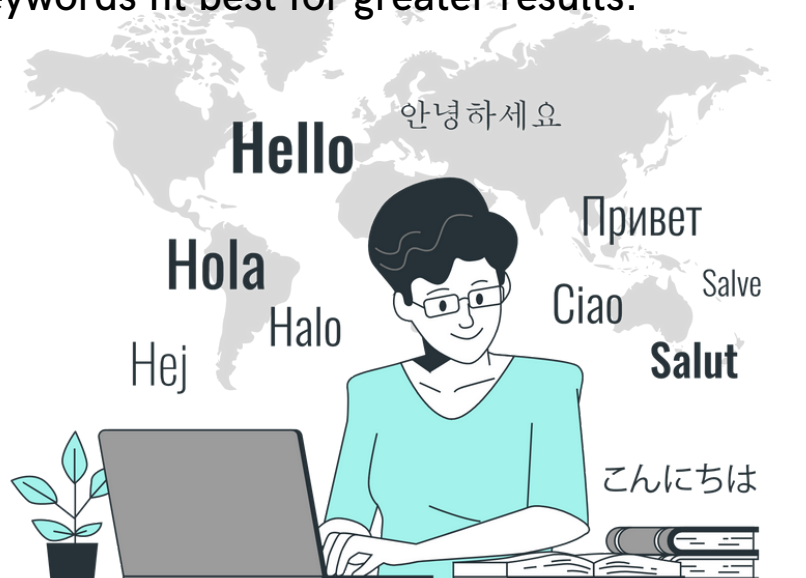
02

Content

Once you have all of the keywords on hand, it's time to narrow down your research to the long tail keywords to outrank your competitors on the topics.

Review the first page on Google on the keywords you're targeting to see what has already been said and what hasn't and fill the gap.

More tips on your successful content:

- Create longer content (300 words are enough to bring you some results, though the best-performing articles are usually 1,500+ words long).

- Do not limit your content to one single keyword. Rather play with a list of keywords related to one topic.

- When including keywords, choose quality and appropriateness over quantity.

Adsy

03

URLs

The URL of any page on your site is yet another opportunity to use keywords and ensure better rankings. At the same time, it serves to both structure the directory and presents clear information about your site hierarchy.

Best practices for URL creation:

✅ Make URLs short

✅ Include the main keyword

✅ Use hyphens instead of underscores

◀ ▶ 🌐 HTTPS://MYSITE.COM/TOP-CONTENT

04 Title

The title tag is not the remedy or a one-minute solution to your ranking troubles. Still, a relevant and optimized title is a must for each page. It is one of the major on-page ranking factors and tells a lot to users when they see a search engine result page with their query.

A thoughtfully created title tag can make users choose your page over others if it promises to meet their needs and provide the necessary information.

Best practices:

01 Keep titles around 50-60 characters with spaces

02 Include main keywords for the page

03 Target long tail keywords for more specific and relevant text

05

Meta description

Just like a title tag, a meta description can help your pages get targeted visitors coming to seek the relevant content they've found on the SERPs.

How does it work?

- The visitors are searching for a topic
- They land on the SERPs and choose the page that best fits their expectations and the query
- If your page matches the description and provokes interest, they click the link and visit your site

Best practices:

- Keep them up to 160 characters with spaces
- Create them descriptive and exhaustive
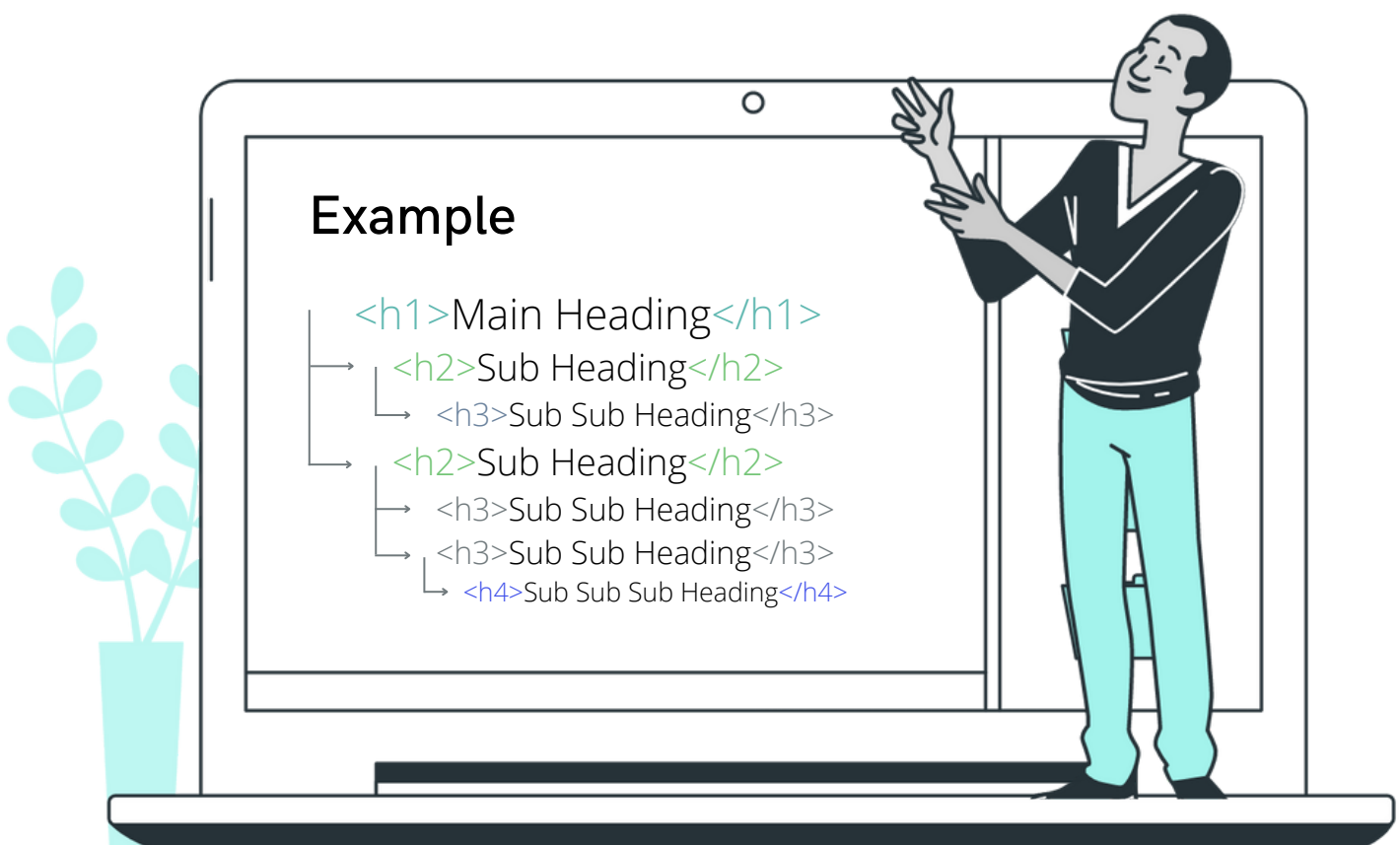- Target main keywords to provide the relevant description of the page

As you see, a successful combination of title and description is the surest way to get users to click your link.

06

Headings

When implemented together with other steps of this checklist, headings can demonstrate some positive outcomes to your rankings. H1 is specifically important, but H2-H6 headings are also very helpful in your content structuring as well as in keyword optimization.

Keep in mind that correct headings are supposed to make changes in your page's code.

Example

```
<h1>Main Heading</h1>
    <h2>Sub Heading</h2>
        <h3>Sub Sub Heading</h3>
    <h2>Sub Heading</h2>
        <h3>Sub Sub Heading</h3>
        <h3>Sub Sub Heading</h3>
            <h4>Sub Sub Sub Heading</h4>
```

07 Image alt attributes

Images are a necessary part of your page, and breaking your text with them is a wise step in keeping users engaged on the page. They are also your chance to complete your on-page optimization with keywords and ensure high rankings for your pages.

Alt attributes are pieces of text you add to explain the image to make sure that users understand what the image is about, even if it hasn't loaded properly. And just like everything mentioned above, alt attributes impact both user experience and rankings (mainly because Google strives to deliver the best examples of UX to its users).

Best practices:

✅ Include appropriate images that add up to your written content

✅ To the maximum extent, try to create unique images. We like to use Canva to make visual aids from scratch

✅ Where possible, use target keywords in your Alt attributes

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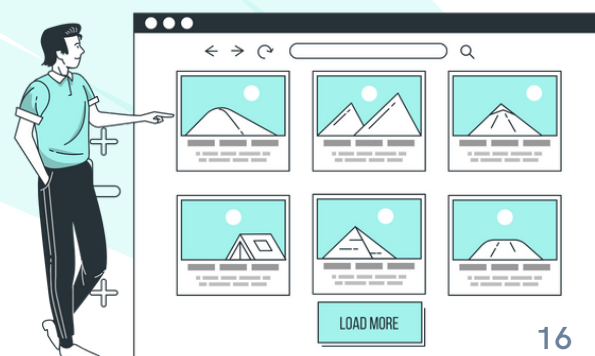
08

Internal linking

Linking pages of your site between each other is an effective tool to captivate your readers and increase the time spent on your site. It never goes unnoticed by the search engines as they see that your site has a lot of content, and what's more, this content is useful enough to keep users from leaving.

So the next time you create a new page, look for ways to mention some others that can provide more valuable information on the topic. Reviewing your older posts and adding 2-3 links to new relevant pages is also a good idea.

Off-page SEO

Unlike on-page SEO, off-page SEO focuses on external factors of your site's rankings. It tells the search engines how authoritative your site is & includes all the mentions you get around the web. Off-page SEO probably has the most influence on your position on the SERPs.

01

Backlinks

Third-party backlinks from authoritative resources remain critical for your site's SEO. Ideally, you'd want to create and publish only top-quality and cutting-edge content that brings you backlinks from your audience.

Still, cooperation with other businesses in your industry is a sure way to bring you some traffic and ensure rankings improvements through relevant backlinks.

Guest posts about your business published on third-party websites are the safest way you can first go for.

This is where Adsy backs you up.

In our inventory, you can choose the most appropriate sites and work with them to get backlinks woven in quality content related to any topic you specify.
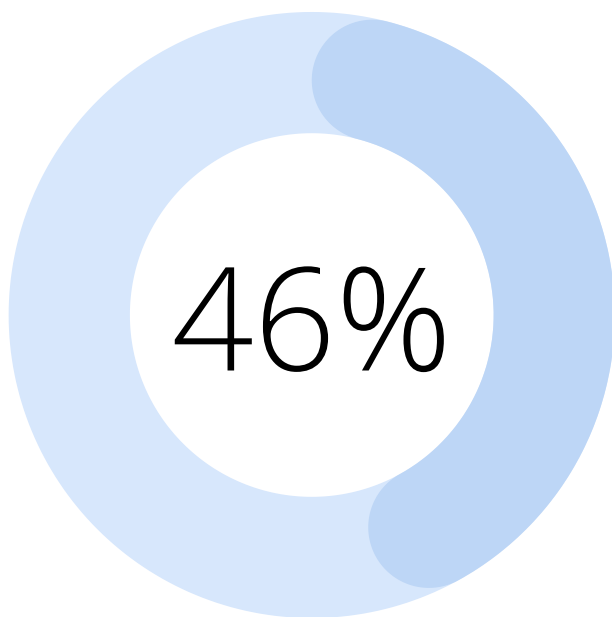
CLICK HERE

02

Social Media

Social media mentions don't directly impact your SEO, but they bring you a step closer to your readers and allow them to reach out to you faster.

All in all, most of us spend quite some time on Facebook or Twitter, and it may be the right place for you to catch your potential customers.

03

Local SEO

46%

46% of all Google searches are looking for local information.

That's why it's vital to ensure people can find your business. An integral part of the local SEO strategy is adding your company to the Google My Business listing.

Thanks to this, your brand has a big chance to appear in GMB results, and potential customers can discover it. And it is crucial as you make sure people end up on your site, not the competitor's one.

Conclusion

It doesn't really matter what your final goal with the site is - to make money by creating or placing content or ads or to grow your business and get more people to buy from you.

Basic SEO is sure to pay o with better rankings and a larger amount of targeted audience coming to your site.

Optimize your site right now with our checklist to get the improvements, and move forward with your plans to monetize your site or promote your business with Adsy.

Log in to your account, and bring to life your ambitions for monetization and business growth.

GET STARTED WITH ADSY NOW!