

Top 10 Have To's ON-Site for Every New Website

1. Title Tag's done correctly
2. Meta Description for Home Page
3. Home Page Content
4. Page Titles and Headers – Keyword Specific
5. Current Internal Page(s) Content
6. Interior Site Linking from Homepage
7. Additional Interior Pages Keyword Specific
8. Alt Tags on All Pictures – Keyword Specific
9. Check Forms and get access if possible to gauge how we're doing
10. Check or Add Social Media links on site

Top 8 Have To's OFF-Site for Every New Website

1. Setup/Optimize Google Local Listing
2. Build Citations
3. Setup/Optimize Social Media Listings and setup updating if included in contract (facebook, twitter, pinterest, etc.)
4. Setup/Optimize Youtube Channel and create 5 keyword specific optimized videos to start, adding more each month
5. Setup niche specific Directories and Forums
6. PBN's with keyword specific anchor text
7. Setup Webmaster Tools and Google Analytics
8. Record Website Analytics, Majestic etc. so we know exactly where we started