Keyword Strategy Checklist

All items on this checklist should be checked before your website is considered optimized for your keyword targets.

Website: _____

INITIAL RESEARCH

- [ ] Research the top 5 keyword targets with the highest search volume in your industry
- [ ] Choose 1 keyword to focus on first

KEYWORD ON-SITE OPTIMIZATION

- [ ] Build page dedicated to priority keyword
- [ ] Page title should contain the keyword and geo location when appropriate
- [ ] Page should have 600-1000 words of content
- [ ] Page should have keyword in H1 H2, etc.
- [ ] Page title & meta description should not contain "company name"
- [ ] Within the content there should be 3 internal links:

    1. Conversion page {contact}   2. Relevant service page   3. Relevant blog topic

SUPPORT YOUR PRIORITY KEYWORD TARGET PAGE

- [ ] Build 3 additional service pages (600-100 words)
- [ ] Anchor text for internal links to priority page can contain:

    1. Keyword   2. Keyword + city   3. Related keyword/service

- [ ] Make sure support pages are closely related to priority keyword
- [ ] Be sure to answer all common user questions about the topic
- [ ] Make sure to link to the conversion page

OTHER CHECKS

- [ ] General page titles should be concise
- [ ] Make sure to include a call-to-action to your conversion page
- [ ] ONLY homepage, about page, and contact page can contain branded terms
- [ ] Page titles should be relevant and focused on the target keyword
- [ ] Links on any sidebar should be limited to priority pages/keywords
- [ ] Links in footer should be limited to priority pages/keywords