












COMPLETE ONLINE PRESENCE CHECKLIST

TABLE OF CONTENTS

-  Website Checklist SEO
-  Social Media Content Strategy
-  Google My Business
-  Branding Basics
-  Online Presence checklist
-  Facebook Page Checklist
-  Website Design Checklist
-  Review Generation Checklist
-  Visual Breakdowns

WEBSITE SEO BASIC CHECKLIST: THE SETUP



Set-Up: Google My Business

- Listing created + FULLY filled out and optimized



Set-Up: Google Analytics

- You'll need this for effective tracking to gauge optimization efforts



Set-Up: Google Search Console

- Required for proper SEO prioritization and checking progress



Set-Up: Rank Math or Yoast (Onsite)

- Best tools in the game for optimization



Set-Up: Site Map

- A proper site map lets crawlers like Google understand the setup of the website and let them quickly navigate through pages and content



Set-Up: SSL

- This is going to be crucial for both security purposes and to look safe in the eyes of Google.



Set-Up: Page Redirect & Additional Redirects

- Page redirects and errors pages are something Google will look for in a website to determine whether it is properly set up and will reward/punish rankings based on this.

THE RESEARCH



Foundational Keyword Research

- Keywords should be picked based on competition, search volume, and targeting goals. These variables will determine time length to rank, potential ROI, and other results from SEO.



Competitor Research

- You'll need to research into your competitors to get a good feel for what keywords are working, what methods, what content type, etc. Research competition that is where you want to be, not that you are currently competing with.

THE OPTIMIZATION



Minimize CSS/JS On All Pages

- JS & CSS are coding languages that dictate the looks of your website. Google looks for these to be as minimal as possible as this also helps speed up the website as there is less code to run.



Footer & Header Links work

- These are exceptionally important and extremely common to be overlooked. Double check all social links, special links, buttons, etc as these are typically the most likely to be clicked on.



Content optimization: Image Sizes

- Reducing image sizes is one of the easiest ways to increase page loading speed which therefore can increase rankings. Try to keep things under 1MB and small as possible.



Content optimization: Focus Keyword

- Identify the focus keyword and apply it into current content. You'll want to keep a keyword density of 1-2% (1-2 mentions per 100 words)



Content optimization: Title

- Ensure the title is optimized with keywords. This is perhaps the most important place to have optimized.



Content optimization: URL

- URL You'll want to make sure all URLs across the entire website are optimized with keywords where applicable.



Content optimization: H1 Headers

- Ensure there is only 1 H1 header and it's properly optimized for your focus keyword.



Content optimization: Speed

- There are many factors that go into page speed ranging from code to images to plugins. You'll want to trim as much fat as possible here as it's major user experience factor which Google will rank you by. You'll need to do this for each page individually.



Content optimization: Mobile View

- A huge percentage of views will be mobile based. ENSURE that your website is mobile friendly in both speed, size, click-ability, etc. This is a huge user experience factor which Google will rank you by.



Content optimization: Meta data

- Meta data includes alt text, descriptions, and more. This information helps bots (things that cannot physically view pictures) understand what is going on.



Content optimization: Onsite Links

- Pages with on-site links are stronger to search engines. All this means is that we put a link on your website on a different page on your website



Check for Broken Links

- Broken links are a huge no-no whenever it comes to both user experience and Google. Ensure that all links work and aren't dead.

SOCIAL MEDIA CONTENT STRATEGY : GOALS



- Who
- Why
- What to post
- What is value
- Value types
- Content Heirarchy
- Consistency & Feedback



Research industry + Competition



Identify Goals

- Demographic
- Expectation



Post x-x times weekly



Content types (Educational/Sales/Promotional/etc)

- Educational
- Promotional
- Ratio

GOOGLE MY BUSINESS CHECKLIST

THE SETUP



Getting Verified

- GMB is a free service. Get started by filling out the basic NAP information and awaiting the post card in the mail.



Service vs Storefront

- If you are home-based do **NOT** say you are a physical location. This will get you instantly suspended. Make sure you have your service areas added in.



Getting Verified

- GMB is a free service. Get started by filling out the basic NAP information and awaiting the post card in the mail.

GMB is very easy to set up improperly leading to a suspension or never ranking. If you need help, just ask!

THE INFORMATION



Name

- Use the actual business name. Leave out the formation (LLC, Inc, etc.) This is a massive player in SEO.. Do NOT keyword stuff, it can lead to suspension.



Category

- [Industry] > [Somewhat Specific] > [Very specific categories]
- Google has over 4000 categories; try to get into the most specific you can find.



Shortname

- The shortname is essentially your username. This makes it easy for you to share for reviews, put on cards, links, etc.



Services

- Fill out all major services your company offers with pictures and descriptions.



Attributes

- This is where you can get a little overwhelmed with tags and options.
- Accessibility: This is your wheelchair ramps, elevator, handicap accessibility, etc.
- Amenities: Free wifi, Gift Wrapping, etc
- Highlights: Veteran Led, Woman-Owned, etc
- Offerings: Ex: Same-day delivery
- Payment Methods: Cash, Card, Debit check, etc



Description

- You're allowed 750 characters for a short description. Make sure you fully fill it out and put thought into it.

The information in a GMB being fully filled out the right way is what will determine a ranking or being invisible in searches. Ensure you put time and effort into descriptions and research proper keywords.

THE NEXT STEPS



Review Generation

- Fresh reviews hold a huge weight when it comes to ranking. Ensure you have a strategy you follow for review generation so you can consistently get new ones.



Review Responses

- Make sure you respond to your reviews in a timely manner. In your responses add the name, service, and area you cater to while saying thank you. Keywords here do matter!



Google Posts

- Google posts are comparable to Instagram stories. You can use them with several call-to-action types letting you advertise events, sales, new products, etc.
- Note: Not all categories allow posting.



Picture Content

- The average high-ranking listing has ~30 pictures. Ensure you consistently post new pictures with descriptions. Stay away from duplicates. You don't need to stick to a schedule but ensure they stay consistent.

This is typically where most businesses drop the ball and why even though they 'filled out' the information they never rank.

It's all about consistency over time.



GOOGLE MY BUSINESS ACCOUNTS FOR 33% OF RANKING FACTORS FOR LOCAL SEO. ENSURE NOT ONLY IT IS SET UP PROPERLY BUT MAINTAINED PROPERLY. IMPROPER MAINTENANCE OR SETUP CAN LEAD TO 10 RANKINGS OR WORSE, SUSPENSION.

ONLINE PRESENCE

CHECKLIST

GOOGLE

- N.A.P (Name, Address, Phone Number)
- Extended Info (Hours, services, attributes, etc)
- Pictures. Start with 3-5, Get to 30+.
- ShortURL for easier review gathering.

Google is the most powerful of all listings you can have for your business. Make sure it is filled out and maintained! This is the 'baseline' listing, everything else should match this information.

FACEBOOK

- N.A.P Info + Extended info
- Services + Products (Fill out pictures, descriptions, prices, etc.)
- Pictures (Logo + Banner)
- Page Username

Facebook will be the leading social media listing for most businesses. It is also the 2nd largest review platform in the world. Ensure you're on it and you maintain it.

PRESENCE

- Yelp. (Use just free listing, avoid paid service.)
- Apple Maps
- Bing Places
- Relevant Socials. Twitter + IG + Tiktok etc. Use information listed above for Facebook

Other listings and business directories will be huge for presence.

Here at PowerUp Media we take care of 80-90 high impact areas depending on your industry but here are some crucial ones you can't miss! Be sure to look for industry specific listings as well. The more relevant the better!

Want to learn more? Visit us at PowerUp Media to check out how we can support you in upgrading your online presence!