Checklist 10: Search Engine Optimization For Your Agency

Project Name: _____ Date: _____

Characteristically, digital agencies leverage myriad forms of digital technologies such as mobile apps, emails, and social media to build traffic, reach new clients and maintain current clients. SEO plays a central role in enhancing the appearance of your website or business in search engines and other online searches. Accordingly, a bigger percentage of all website traffic is generated from organic search and as such, it is imperative to maximize SEO in order to increase traffic for your agency. This checklist provides a guide on SEO maximization for your agency.

		Yes	*No*
1	Check your ranking on Google and other search engines	☐	☐
2	Research the performance of your competitors' websites in search engines	☐	☐
3	Check that your agency/content is showing up on Google search	☐	☐
4	Check that there are no indexing issues in Google or other search engines	☐	☐
5	Choose the right keywords for your agency/website/blog/content	☐	☐
6	Consider using keyword generating tools such as UberSuggest, Keyword Generator, Keyword Sheeter	☐	☐
7	Analyze the rankings of your keywords	☐	☐
8	Publish unique content to enhance your SEO	☐	☐
9	Analyze your organic traffic	☐	☐

Notes

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10	Select appropriate SEO tools to optimize your content	☐	☐
11	Leverage meta titles and descriptions	☐	☐
12	Use your social media platforms to boost SEO for your agency	☐	☐
13	Initiate link building to boost your visibility and ranking	☐	☐
14	Optimize your website for SEO	☐	☐
15	Analyze your website's on-page SEO	☐	☐
16	Use tools such as Google Analytics to measure the performance of your campaigns	☐	☐
17	Apply tools such as Moz Link Explorer and Ahrefs for backlinks analysis	☐	☐
18	Ensure your URL is simple and readable	☐	☐
19	Use social signals to boost SEO rankings	☐	☐

Notes

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