

Voice + Desktop SEO (Search Engine Optimization) Checklist

Content Campaign SEO Blog Items

- ☐ First blog Post introduces the x number of ways to solve our ideal client's #1 big problem
 - ☐ Name of 1st Blog Post
- ☐ Planned X number of blog posts to solve x number of problems for our ideal client
 - ☐
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 - ☐
- ☐ Final blog post presents your offer as a solution to their #1 big problem

Optimize All Content For Featured Answer Box Snippets

- ☐ Use long tail keywords for headlines
- ☐ Center all content around a question
- ☐ Stay focused on the question throughout the page
- ☐ Also answer related questions
- ☐ Use question headings
- ☐ Write short and succinct answers
- ☐ Include FAQ schema
- ☐ Format for featured snippets using numbered or bullet point lists

Content Campaign SEO Social Media Items

- ☐ Determine how many times a week you are posting and where
- ☐ Each post supports the blog post topic of the week
- ☐ Each post is written to drive awareness of solutions contained in blog posts

Optimize Your Website For Mobile

- ☐ Check your site with Google's mobile friendly tool
- ☐ Responsive Theme
- ☐ Fast Loading Pages
- ☐ Easy Navigation
- ☐ Redesign Popups

Optimize Your Website Code

- ☐ Schema markup on top pages
- ☐ Use Google's 'Speakable' schema when applicable

Make The Most of Free Search Tools

- ☐ Update your google my business listing
- ☐ Make the most of the google search console

Optimize for Voice Devices

- ☐ Optimize for Alexa
- ☐ Optimize for Bing
- ☐ Optimize for Google Home