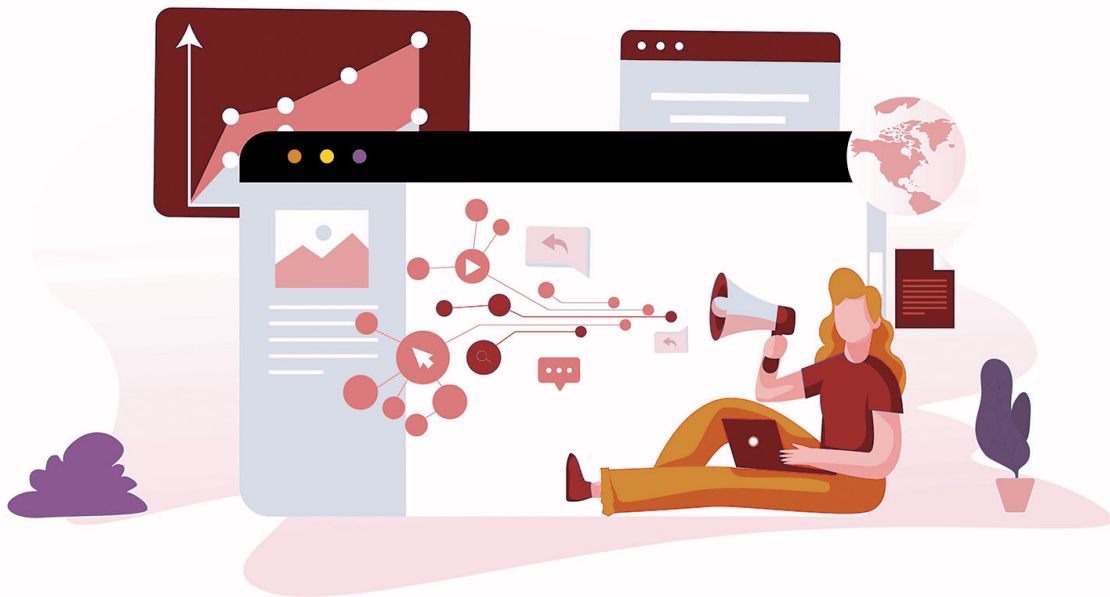


# Dodgeball SEO

## Video 1

*Search Engine Optimization:  
Is Your Website Ready for  
Both Users and Search Engines?*



# High Priority

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## Determine URL of focus. [DodgeballSEO](#) | [GoEpps](#)

- What are your desired outcomes?
  - More leads? More traffic? Greater involvement on social networks?
- What topics do you want to rank for?
- Are there any topics you want to downplay?
- Is the website new, existing, or relaunched?
  - New is harder
- What CMS is in place?
- Is the CMS maintained?
  - Actively check for plugin updates.
  - Maintain site security.
  - Perform backups regularly.
- Is any undesired content ranking well during brand searches?
- Create a sitemap and save for reference. [See an example here.](#)
- What are the 10-20 most valuable pages (mix of traffic and conversions)?  
[See a service page.](#)
  - Home, services, buy pages
- Is your website responsive?
- Run Google Page Speed Test for desktop and mobile platforms.
- Run local visibility report on [Advice Local](#).
- Perform initial keyword research.
  - Google Adwords or a tool like SEMrush
- Run Hubspot Marketing Score.
- Determine website traffic via [SimilarWeb](#).
- Identify your audience from YouTube traffic.
- Are you writing a good volume of content?
- Are you writing high-quality content?
- Evaluate social channels status.
  - Look at growth of social media and performance of YouTube channels and other outlets.
- Evaluate reviews.
  - How often are reviews being written?
  - How have scores progressed over time?

- Identify search advertising status.
- Look at dominance for page one branded searches.
- Perform a competitor report to identify opportunities.
  - Where is competition lacking which you could bring to the table?
  - What new trends are popping up?
- Ensure Yoast (or other) SEO plugin is installed for WordPress.
- Develop a keyword list to track and upload it to SE Rankings.
- Is reputation management in place or needed for key people?

## Google Analytics

- Do you have Google Analytics running? If so, check out your data. see [GA Account](#)
- GA data gives key insights into traffic over time and the targeted demographics.
- Are Google Search Console and Google Ads connected to your Google Analytics account?

## Business Listings

- Have a claimed, complete Google My Business listing.
- Work to earn a 4-5 star ranking. See a [sample](#)
- Is the Google My Business listing complete, including hours, service area, images, services, communication options, appointment link, and all other usable options?
- Have a claimed, complete Yelp listing with a 4-5 star ranking.
- Are you listed in platforms your competitors are listed in? If you see them listed and you are not, you can go after those directories for (typically free) listings to gain more inbound links.

# Content Optimizations

- Fix crawl errors identified by [Google](#) & Bing Webmaster Tools.
- Ensure page titles have keywords and are H1s.
- Ensure your website is mobile-friendly.
  - Fix issues found in Google Page Speed Test until scores are higher than 60.
  - Develop and implement rich snippets.

## XML Sitemaps

- Get XML sitemaps pushing correctly to Google, Bing, and other search engines using their respective webmaster tools. [See a sample.](#)

## Robots.txt

- Add robots.txt file to your site to help search engines crawl it. [See a sample.](#)

# Medium Priority

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## Content Optimizations

- Ensure all pages have meta descriptions in the head area.
  - No longer than [160 characters](#)
  - Provide a clear description of the page's content.
- Ensure all images have alt tags which describe the image accurately.
- Ensure all images have proper, branded image file names.
- Ensure all image file sizes are optimized.
  - No file should have to be scaled down in the HTML.
  - They should be scaled down and compressed before uploading.
- Is ongoing image optimization in place to avoid large image use?
- Is the website currently using a CDN to deliver content?
- Does the website currently have any AMP-enabled pages? Can any content be made into AMP-enabled? And is that desirable?

## Social Media

- Do you have accounts with all relevant social media channels?
  - [LinkedIn](#) page
  - [YouTube](#) channel
  - [Facebook](#) page
  - [Instagram](#) page or any others which would reach the target audience
- Are your social media channels properly optimized and set up?
  - Consistency in banner and profile images
  - Clear, consistent language between channels.
- Make sure content on social media channels is optimized and promotes a consistent message.
- Determine and enact good practices for tagging.

# New Content

- Home page (minor changes to keep it fresh)
- Services or other main pages being updated regularly
- Product or service info rich and growing in detail
- Blog
- Sub services
- Localization pages
- Deeper supporting pages - real team member pages, better FAQ or open job pages, helpful contact info page

# Inbound Links

- Identify backlink opportunities.
- Identify all local business directory opportunities.
- Identify opportunities for [Quora](#).

# Reviews

- **Begin reputation management.**
  - Is a company location properly set up on Google and other platforms with an image and necessary descriptors?
  - Are you getting good reviews?
    - *What are customers saying?*
    - *Are reviews high quality?*
    - *Are reviews encouraged on multiple platforms?*

# Keyword Research

- Identify keyword opportunities using Google Suggest.
- Identify keyword opportunities using [AlsoAsked.com](#).
- Identify keyword opportunities using [Google Keyword Planner](#).
- Identify keyword opportunities using [Ubersuggest](#).
- Identify keyword opportunities using [AnswerThePublic](#).
- Identify keyword opportunities using [Spyfu](#).
- Identify keyword opportunities using [SEMRush](#).

# Content Optimizations

- Ensure all pages have a page title.
- Make sure all pages have at least 500-1,000 words on the page.
- Ensure the top keyword or idea is used in the first paragraph of the copy.
- Ensure all external links open in a new tab.
- Make sure your website has a search feature.
- What are the opportunities for using schema? FAQs? Events? What else?  
Here is an [overview](#).

# Lower Priority

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## Inbound Links

- **Inbound Links**

- Identify guest blog posting opportunities.
  - *Has the benefits of greater publicity and inbound links as well as more quality content*

## Content Optimizations

- Ensure page URLs include keywords.
- Ensure the website is ADA compliant.
- Ensure the website is W3C compliant.
- Fix duplicate meta description issues.
- Fix duplicate page title issues.
- Ensure page titles are not too short or too long.
  - Page titles should be 50 to 60 characters long.
- **Ensure meta descriptions are not too short or too long.**
  - Meta text should be short and succinct. Be as descriptive as possible.
  - Keep meta descriptions between 50 and 160 characters.
- **Fix pages with duplicate content issues.**
- **Ensure your website has internal links to other pages on your website.**
  - *Clear navigation*
  - *No broken links*