Search Engine Optimization

Use this checklist to help your website optimization efforts.

√	Information/Features	Details/Description/Notes
	Change your site to a SEO friendly like Wordpress and you can use the *Wordpress SEO* plugin by Yoast for both your pages and posts.	
	Include an integrated blog into your website and try to post two to four times per month.	
	Submit a sitemap using a service like Attraca.com at least once per month. It's free.	
	Run a consistent Adwords campaign using services like Google.	
	Use the keywords learned from Adwords in your website page copy.	
	Use a cache program so your site loads faster.	
	Go to websites like webpagetest.org to see your speed grade.	
	Use strong external and internal links to and from your website.	
	Use E-mail marketing & social media to direct traffic back to your site.	
	Monitor your site traffic through analytic programs like AWSTATS, Alexa, or Google Analytics.	
	Keep your site simple. Very simple. Reduce your text by at least 50%. Reduce more.	
	Use a heatmap like Crazyegg to track exactly what people do and where they click when navigating your site.	
	Attractive does not mean effective. Many websites are focused on the color, design, logo, and pictures that they forget the importance of their message and usability factors.	
	Once the preceding best practices are applied, come and see our SBDC SEO expert and consider hiring a good SEO company - be careful with SEO services--there are lots of "snake oil" SEO companies.	
	Keep learning, researchin, and tweaking.	