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STEP 1

Introduction & Setup

Check availability and connect to **Google Search Console**

To collect and analyze important SEO data around your website's performance on Google, connect your website to Google Search Console. Check if it is already connected. If not, set up GSC for your website. This will enable you to view analytical data, including the search queries you rank for, impressions, clicks, CTR, and much more.

Check availability and connect **Bing Webmaster Tools**

To collect and analyze important Bing SEO data about your website's performance, link it to Bing Webmaster Tools. Check if it's already connected. If not, set up Bing Webmaster Tools on your website to get access to the entire set of tools, and to monitor and improve your results on Bing.

Check and connect **Google Analytics/Google Tag Manager**

Google Analytics collects, stores, and analyzes data about how users find and interact with your website. Google Tag Manager is a tag management system that lets you create measurement codes and tags with ease, so you can track virtually any event on your website. We strongly recommend adding GA and/or GTM, if you haven't already.

Install and configure **CMS plugins**

WordPress and other CMSs offer several plugins for various SEO tasks, including meta tag placement, site speed optimization, redirects, etc. You may want to add at least one all-in-one plugin to boost your SEO performance (takes care of meta tags, sitemap updates, etc.) in addition to several supplementary plugins.

Note: Be careful when selecting plugins. Some of them can have security vulnerabilities or increase your website's load time.

STEP 2

Technical SEO improvements

Check errors in **Google Search Console**

Go to the *Indexing* and *Experience* sections in GSC. Review your reports to find out if there are any issues and which URLs are affected. Start with checking "Not indexed pages" in the Indexing report, and then check for issues in the Experience report. After fixing these issues, notify Google by clicking the Validate button.

Run a website audit

To identify issues that could have a negative impact on the health of your website, run a website check with specialized Website Audit tools. Begin by fixing the most common errors and warnings. Check for any changes in your website's health score after fixing them. The higher the scores, the better.

Check SSL certificate

SSL certificates are required for sites to exchange data with users over a secure encrypted protocol. They lessen the chance that sensitive information from your website will be viewed or manipulated. To ensure your website is secure, check if your SSL certificate is valid.

You can either use Online SSL Checker tools or examine certificate details in the browser.

If your SSL certificate is missing or invalid, renew or obtain a new one from a trusted Certificate Authority. Install the certificate on your web server, update your website's settings to use HTTPS, and ensure your internal links and resources are configured accordingly.

Make sure you don't have 404 pages and images

Having pages and images that respond with the 404 (Not Found) status code poses a severe threat to your user experience and SEO. To find 404 pages, either check the Pages section of the Indexing report in Google Search Console or use a Website Audit tool.

To address this issue, review your list of 4XX URLs and analyze each internal page linked to the corresponding 4XX URL. Either remove these broken links or replace them with links to live and accessible pages. It's also good practice to set up 301 redirects when moving or deleting the site's pages. This helps to prevent 4XX errors.

Check redirects

When managed correctly, redirects help forward website users and search bots to a new location after the old page has been deleted or moved. Make sure that your redirects work correctly (for example, there are no redirect chains or loops, no redirects to broken URLs, no redirected pages in the XML sitemap, no hreflang attribute in 3XX pages, etc.). To identify redirect issues, either use Website Audit tools or the Indexing report in Google Search Console.

Check noindex & nofollow pages

The noindex meta tag tells search engines that it should not include pages with this tag in the index after scanning. This prevents pages from appearing in search results. The nofollow tag tells search engines not to follow the links on that page. This means that it's important to be very precise when assigning these tags to your page, especially if you want to avoid indexation and crawling issues.

To see if you have any noindex or nofollow pages, you can use Website Audit tools. Another way is to navigate to the Pages section of the Indexing report in Google Search Console. You can examine the status of noindex and nofollow directives there. It's also possible to use Google Search Console's URL Inspection tool to check the indexing status of individual pages.

Check canonical tags

Canonical tags tell search engines which URLs they should index. It's best to use them whenever you have more than one page with the same (or very similar) content. Canonical tags can help you avoid duplicate content-related penalties and can ensure that the correct page version appears in search results.

To check for canonical tags on a webpage, view the page source in your browser or use browser developer tools to locate the `<link rel="canonical" href="...">` tag in the HTML code. Additionally, you can use Website Audit tools or SEO browser extensions. If your website is built on a CMS, consider exploring plugins or built-in features that provide easy access to canonical tag information.

Check the robots.txt file

Robots.txt is a file that instructs search crawlers on how to crawl your website. You may want to restrict access to the admin area or other pages on your website. **To see if your website has any robots.txt-related issues:**

- **Access your website's root directory to find the robots.txt file.** It's typically located at `www.yourwebsite.com/robots.txt`.
- **Check for syntax errors.** Ensure there are no typos, missing characters, or format issues.
- **Confirm the robots.txt file's accessibility to search engine bots.** Use Google Search Console's Robots.txt Tester or other tools to check if there are any accessibility issues.
- **Review the disallow directives in your robots.txt file.** Be careful not to block important pages from crawling.
- **Ensure correct configuration of User-Agent specifications.** These directives tell specific search engine bots how to interact with your site.

You can also use one of the robots.txt testers or validators to ensure that your robots.txt file is working properly.

If you still don't have a robots.txt file, you can either create one manually or with a robots.txt generator.

Check sitemap.xml

Your sitemap makes it easier for search engines to discover your pages, especially on big websites. Make sure your sitemap does not contain noindexed, non-canonical pages or pages returning the non-200 status code. If you do not have a sitemap yet, use a sitemap generator to create one.

Analyze your website's current structure

Having an SEO-friendly website structure with smart linking is beneficial for both users and search engines. Review your site architecture to ensure your content is logically categorized, the navigation is simple, etc.

Check and optimize crawl depth

A page's crawl depth is determined by the number of links required to navigate from the homepage to it. Make sure your pages (especially important ones) are easily accessible from the start.

Check for internal linking issues

Internal links are hyperlinks that connect pages from the same domain. They improve crawling and assist search engines like Google in understanding the relationship between pages while also distributing link weight across the website. You should conduct an internal link audit on a regular basis. Assess the website's current structure, and analyze anchor texts, placement, and the context of existing links. Pay special attention to links leading to pages with non-200 server response codes.

Optimize your internal linking strategy by making a list of pages to link to and developing an anchor text plan.

Check your website for orphan pages

Pages with no links leading to them are called "orphan pages." They are rarely found by both crawlers and users. **Here are some best practices surrounding them.**

- **Review internal link data** to identify pages with zero internal links. These could be potential orphan pages.
- **Check for indexation issues** in Google Search Console or Website Audit tools while highlighting problematic pages.
- **Examine analytics data** to find pages with minimal traffic, which are indicative of orphaned pages.

Ensure essential pages are linked from the main navigation to prevent orphaning.

Check website speed and Core Web Vitals

Website Speed is the average loading time of multiple sample pages on a given site. Core Web Vitals are the primary site quality metrics for assessing user experience. To see how your page is performing, run the Google Lighthouse test for it (**in Chrome:** right click on a page > Inspect > Lighthouse > Analyze page load). You can also use a Website Audit tool of your choice.

Fix duplicate or missing title tags and meta descriptions

All pages on your website should have a unique title and meta description. To check if any of your pages have missing or duplicated data, either use a Website Audit tool or manually review all website pages (For example, use formulas in Google Sheets).

Rewrite duplicate titles and meta descriptions to make them unique while accurately reflecting each page's content. If pages with duplicate titles serve similar content, use canonical tags to specify the preferred version.

Check hreflang tags (for multilingual websites)

Correctly configured hreflang tags make it easier for search engines to find and treat alternative language or regional versions of your pages. They also simplify the process of driving website visitors to the right pages.

You can check hreflangs manually. Within the page source, look for the <link> tags containing hreflang attributes. Alternatively, you can automate the process using Website Audit tools or hreflang checkers.

Eliminate links from HTTPS to HTTP

If there are any HTTP-based resources or media on your website (such as JS, CSS, or images), they can pose security problems. HTTPS is a more secure protocol, and Google strongly recommends using HTTPS instead of HTTP. If you find any links with HTTP on your website, move the resources and update their links to HTTPS.

Stick either to a www or non-www version

Search engines treat www and non-www site versions as two separate websites, so you should specify to search engines which version of your site to crawl and index and which to ignore. If you don't, both versions may end up getting indexed and compete against each other in the SERPs. Whichever version you choose, make sure all your sitemap.xml, internal links, and backlinks are attached to it.

Run a mobile-friendly test

You must keep your website mobile-friendly for both users and search engines. This is because Google switched to mobile-first indexing in 2020. Check the site's mobile-friendliness with Google's Lighthouse. You can also run a Mobile-Friendly Test in Bing Webmaster Tools.

Test responsive design

Make sure your website looks and runs well across different devices, screen sizes, and resolutions. Use the browser device toolbar to ensure your content is visible and easily readable. It is also considered good practice to test links and buttons on different screens manually.

STEP 3

Keyword and Competitor Research

Understand your top pages by traffic and ranked keywords

Since not every page on your website performs the same, you'll need to know which ones generate the most organic traffic.

- Use Google Analytics to identify pages with the highest traffic. Navigate to reports > Engagement > Pages and screens.
- Look through Google Search Console to see which pages are ranking for specific keywords. Go to Search results to review queries and pages.

Identify your competitors

When doing SEO, you must know your direct, partial, and even indirect competitors. Your direct competitors offer the same products/services as you. Your partial competitors are websites that share some overlap with your offerings but focus on or specialize in something else. Any indirect competitors you have will target a similar audience but offer different products or services.

To identify your SERP competitors, perform searches for your target keywords and analyze the first page of search results. Take note of any domains and pages consistently appearing for these queries. If your business is location-based, consider competitors in your geographical area.

Regularly monitor any SERP fluctuations and keep an ongoing list of competitors. New competitors may emerge while existing ones change their strategies.

Analyze competitors' top pages and their keywords

Some of your pages are more effective than others at attracting traffic and generating impressions. The same applies to your competitors' pages. Identify which of your competitors' pages work best, the keywords they target, and how much traffic they generate. Most tools have sections specifically designed for this purpose, where you can input competitors' domains and receive detailed insights.

Create or update keyword list

Keywords are the cornerstone of your digital strategy. A comprehensive and up-to-date keyword list can help you understand your current market position and the potential your project has for success. Begin by identifying the main categories of your business, and then draft a list of seed phrases that fall under each of those categories. After that, use keyword research tools (such as Google Keyword Planner or other specialized tools) to add more comparable and related keywords to the list.

Find content and keyword gaps

Content gaps often go hand in hand with keyword gaps, (keywords targeted by your competitors but not by you). By closing these gaps, you can outperform your competitors by way of online performance.

Analyze your competitors' content to identify the topics and keywords they are targeting. Look for any content of theirs that performs well that may be missing from your strategy. Analyze search engine results pages for your target keywords to find out which content ranks best, and then create similar content that provides more value.

Collect user feedback in the form of surveys and comments. This will help you understand their needs, questions, and challenges so you can tailor your content accordingly.

Analyze keyword search volume, difficulty, and search intent

Not every keyword on your list will be equally beneficial to achieving your business goals. Some of them may be unachievable in terms of ranking highly due to their high difficulty. Some may not be worth investing resources in because of their low organic traffic potential, and some might even have search intents that are different from what you satisfy. Evaluate keywords based on these metrics to get an even more refined keyword list:

- **Keyword search volume:** Use keyword research tools like Google Keyword Planner to get the monthly search volumes of specific keywords. Pay attention to seasonal trends, if applicable, to discover reasons for fluctuations in search volume.
- **Keyword difficulty:** Look for the keyword difficulty metric to find out how hard it is to rank for specific keywords.
- **Search intent:** Examine your target keywords' SERPs and analyze the types of content that currently rank high. Identify patterns in content format (e.g., informational, transactional) to determine user intent.

Remove irrelevant keywords from your keyword list

Remove any keywords that don't align with your SEO strategy according to the metrics described above. Make sure your final list of targeted keywords does not include irrelevant search queries that conflict with your business's goals. Remove these keywords and any duplicates from the list.

Cluster your keywords: create or update a Keyword Map

A keyword map is a document that groups keywords based on the topic and intent of an existing or new page. To simplify this task, you can split keywords into groups (clusters) based on their semantic similarity in search results.

- **Keep search intent in mind while looking for different types of phrases:** To segment queries more effectively, Google the keyword, visit top sites from the results, and find out what searchers need.
- **Identify queries with identical pages in the SERP:** Group them into singular clusters.
- **Create tags for different aspects of a keyword:** Usage type, priority, category of transactional intent (buy, download, install, find), etc. You can also use these tags as a basis for clustering.

Or you can use an SEO tool like Keyword Grouper to automate your keyword clustering strategy.

Identify your target keywords

Keywords that have the potential to drive leads, sales, and conversions are your “money” keywords. Review your keyword list and choose a target keyword to focus your SEO efforts on. Do this for each individual cluster.

Add or update keywords with target URLs for rank tracking

To monitor your pages’ keyword rankings, add both your keywords and their target URLs to a rank tracker tool. You must update your keyword list and the desired URL for every target query to ensure accurate rank tracking. If necessary, make changes to your SEO strategy based on the results.

STEP 4

Content Audit & Creation

Verify that your current site’s content is up-to-date

Check if your content is accurate and relevant. If it is not, update it. Search engines will notice any changes made to the indexed pages. If your content stays up-to-date, this is a surefire sign that your site is alive and well. You may want to focus on updating your top-performing pages and deleting and/or redirecting severely outdated posts (if there are any). It might also be worth tending to pages that used to rank high but have since dropped. Updating them could help them regain their positions.

Ensure that your current site’s content is unique

Content works when it is unique, optimized, and credible. You should never use stolen or poorly rewritten content on your site because it will not provide unique value to users or help you with achieving high rankings. You can also use plagiarism checkers to find out if your content has been stolen by your competitors (or other bad acting webmasters).

Either optimize poor-performing pages or redirect them

If you have similar pages to your underperforming pages that are higher in quality and target the same query, you can either write new content for the underperforming pages or redirecting them. Also, pay attention to any pages ranking on the second page of the SERP. Unlike other pages, these only require minor tweaks to get into the top 10. If your page has already made it to the first SERP, perform competitive research to see if there is anything keeping your pages from occupying the top spot on Google.

Check for duplicate content issues

Having duplicate (or noticeably similar) content appearing on multiple pages on your website can confuse search engines. Google, for example, won’t know which URL to list higher in search results.

You can also check if your site has soft 404 errors by using Google Search Console's Indexing report or some Website Audit tool of your choice. After detecting these errors, you can either delete or repurpose any duplicate content. You can also use canonical tags or 301 redirects if you have pages with multiple variants and need to manage their indexing and search appearance.

□ Check for keyword cannibalization issues

Keyword cannibalization issues occur when two or more pages of your website are competing for the same target keyword. This can sometimes be beneficial for certain websites, giving them more visibility and traffic. This tends to be the case with pages whose trustworthiness are already high and whose content provides solutions to users from different standpoints. If not, consider the following:

- **Watch for constant changes in URL rankings for a specific keyword.** If different pages on your site are frequently replacing each other in the search results, they are likely competing for the same keyword due to cannibalization.
- **Check for interfering pages.** If your page isn't progressing in rankings for the targeted keyword despite all optimization efforts, it may indicate that some other page is interfering with your efforts.
- **Check if the wrong page is ranking for your optimized keyword.** If the search results display a different page than intended, it's a sign of cannibalization.

To check for cannibal pages, use the Search Results tab in Google Search Console or perform site-specific searches (use search operator "site:yourwebsite.com") for your target keywords.

It might also be a good idea to review your keyword map and merge or split clusters accordingly if cannibalization is detected.

□ Create a content plan for new keyword clusters

After completing your keyword research, you will likely find keyword clusters that are not yet covered on your website. We recommend creating a content plan around them. When reviewing these clusters, think about things like the topics you want to cover, the kind of content you will use, and the publication's date and location. Keep seasonality in mind and prepare the content beforehand.

□ Create briefs for new pages

To create new content, you'll first need to create a brief. Each brief should be based on a SERP analysis and have a range of requirements.

- Clearly state the purpose of the new page and specify its primary goal or the action you want visitors to take.
- Describe the target audience.
- Include a list of primary and secondary keywords to use in text.
- Outline the structure of the page. Define headings, subheadings, and sections.
- Identify the visual elements needed for the page, such as images, infographics, or videos.
- Provide guidelines for on-page SEO. Include the meta tags, title, and meta description.
- Plan internal linking strategies to connect the new page with existing content.

On-page SEO

Optimize page content for search intent and keywords

Search intent optimization is all about ensuring that your page content and its functionality meets the needs of your target audience. Analyze the search results for your chosen keyword to figure out what type of content already satisfies users' intent. Periodically revisit and update your pages to reflect any changes in information or trends. Use analytics tools (Google Analytics, Google Search Console) to evaluate your optimization efforts.

Make sure your URL is SEO-friendly

You can include the target keyword in the URL. It is also recommended to keep the URL short, descriptive, and evergreen (e.g., without years, numbers, or variables). This is to avoid having to change it later. Structure URLs in the following way: `your-domain.com/folder/subfolder/page/`. This will ensure that visitors know exactly where they are on your site.

Optimize your titles and meta descriptions

The title tag and meta description lets search engine robots know what your page is about. It also helps them understand how relevant your page is to the user's search query. Make sure that each page has a unique title and meta description. It is also recommended to include a focus keyword in the title. The meta description may not help you rank better, but it can affect the clickability of your snippet. To prevent it from being truncated on the SERP, pay attention to the length of the title and meta description. The recommended character limits are 55-60 for titles and 155-160 for descriptions.

Check and optimize your headings

Heading tags make your content easier to read. They also make it easier for search engine bots to identify which queries the blog post may be able to answer. When optimizing your headings, maintain heading hierarchy and don't skip levels. It is recommended to have an H1. Use other heading tags where it makes sense to, and avoid exceptionally long headings. Also, consider adding a focus keyword to your H1.

Ensure images have alt text

The alt attribute provides image descriptions both to search engines and to people who use screen readers. It helps search bots index images properly and rank them more accurately in image search results. It is recommended to use unique alt and title attributes (that are optimized for target keywords) within an `` tag.

□ Add schema markup for rich snippets

Schema markup can increase your URL's click-through rate and make it stand out in the SERP. It does this by turning regular snippets into rich snippets. You can manually code it or use tools like Google's Structured Data Markup Helper or Schema.org's Markup Generator.

□ Check and optimize internal linking

Make sure the links on the page achieve the following: bring value to users, work properly, and that their anchors are both relevant to the page's content and accurately describe the pages they lead to. Double-check your page content for 404 links. If some links are redirected, it is recommended to update them with direct pages.

□ Optimize your logo and favicon

The favicon is displayed in the SERP and helps your pages stand out when multiple tabs are open. Pages with the brand favicon look more attractive and trustworthy to visitors. Create favicon.ico files in multiple sizes (e.g., 16x16, 32x32) to support various devices. Keep the file size small to ensure quick loading. Additionally, optimize the logo displayed on the website itself and compress it to 70 KB without compromising quality. Add alt text to it and ensure that your logo is responsive. Maintain consistency between your favicon and logo in terms of design, colors, and branding elements.

□ Optimize your content for E-E-A-T

E-E-A-T is the framework used by Google to evaluate content quality, especially on YMYL sites. **To achieve high E-E-A-T:**

- Create unique and high-quality content tailored to your target audience.
- Maintain author visibility by creating separate bio pages for authors. Don't forget to add links to the author's social media and include all the information that showcase their expertise in the field.
- Obtain mentions on authoritative websites.
- Give personal advice or describe products/services in your niche from your perspective.

Work on trust factors throughout the site (e.g., an About Us page, certificates, a portfolio, and reviews from real customers).

STEP 6

Link building strategy

Analyze your backlink profile

High-quality backlinks boost your website's trust and improve its rankings. They also increase referral traffic and improve brand awareness. **Here's how to properly check your backlink profile:**

1. Use an existing Backlink Checker tool to observe your domain authority score.
2. Analyze the number and quality of your referring domains and backlinks. The greater amount of high-quality referral domains a website has, the greater the likelihood it has of reaching the top of search results.
3. Check your website for toxic backlinks and review them more precisely.
4. Explore all the anchor texts of backlinks and see which pages have the greatest share of backlinks and referring domains.
5. Assess the dofollow/nofollow backlinks ratio. There is no optimal ratio of dofollow/nofollow links, but dofollow ones are more likely to pass link equity.

Analyze the link profiles of your competitors

Examining the link profiles of your competitors can help you gauge the competitive landscape better and figure out how to outperform them. **Here's how:**

1. Review the competitor's domain authority score and compare it to your score. A higher score indicates that the domain has a better chance of ranking high.
2. Find out how many links and referring domains it has. If it has more mentions than you from authoritative websites, you may need more high-quality backlinks.
3. Figure out which backlink types they use. For instance, if your competitors are publishing a lot of guest posts, you should not only follow suit but use this data to find ideas for your own guest blogging strategy.
4. Investigate anchor texts and incorporate the most relevant ones into your link-building strategy. Be careful not to bombard users with "money" anchors.

Conduct a backlink gap analysis

A link gap analysis helps you identify backlink acquisition opportunities by comparing your website's link profile to the link profiles of your competitors. Use Backlink Gap tools to discover websites and sources that already link to your competitors but not to you. Pay special attention to the domain authority to choose the most trustworthy ones. This will help you get more link equity for your website.

Set up a link building plan

A link building plan is a structured and formalized set of strategies for generating backlinks to a website.

Add the following white-hat SEO methods to your link-building plan:

- Create a profile for your company on business listing sites, catalogs, industry directories, and review sites.
- Publish shareable content on your website to attract organic backlinks.
- Engage in guest blogging.
- Run PR campaigns.
- Use HARO to share your thoughts to get mentions with backlinks.
- Leave reviews on authoritative websites with a mention of your website.

Approach relevant websites that might link to you

Your chances of getting valuable backlinks without proactively reaching out to potential collaborators are slim. This is why you should select relevant websites with greater incentive to link to your site. **Follow these steps:**

1. Craft a well-written outreach email that is personalized for each target website. Mention their website, explain why your content is relevant to them and their audience, and highlight the value it provides.
2. Offer to create guest posts and provide several topic options to choose from.
3. If you don't receive a response after your initial outreach, send a polite follow-up email.

Reclaim lost backlinks

Monitor all your inbound links for any that have disappeared or no longer point to your site. Find out why the link was lost (it could be due to issues like broken pages, changes in URL structure, or alterations on the linking website).

If the loss was due to an error or misunderstanding on the donor's side, reach out to them and ask them to fix the issue. If the loss was a result of changes made to your website (such as page deletions or URL modifications), let the donor know so they can update your link. They may consider implementing 301 redirects from the old URL to the new one to your site.

Turn unlinked mentions into links

You're already halfway to earning a link if you have unlinked brand mentions. It's clear that the author is familiar with your business because they have already mentioned you. Now is the perfect opportunity to reach out and persuade them to turn that mention into a link.

To find new unlinked mentions, [configure Google Alerts](#) or use a Google search operators combo like [brand] after:[a specific date]. (Example: "SE Ranking after:2023-09-30").

Check your disavow backlink file

Check if your website has a disavow file. If it does, review the domains and/or URLs found there. Disavowed links serve as a signal to search engines that you do not want your domain to be associated with specific referring domains or pages. Only add harmful or purchased links to the disavow file.

STEP 7

Local SEO management

Audit your GMB profile

A well-optimized Google Business Profile will help you connect with new potential customers and enhance your digital presence. The information (about your business's location) added to your GBP should be as accurate as possible. To make it easy for users to contact you, add the right address, website URL, and phone number.

Add your website to local directories

Local directories are websites or platforms that list and provide information about local businesses within a specific geographical area (for example, Yelp, Google, Tripadvisor). This is your chance to be seen by a greater number of customers within your neighborhood.

Make sure your NAP is consistent

Google values consistency in your listings and sees it as a sign of trustworthiness. Your business's name, address, and phone number must be the same across all your listings. Check whether your business is missing any critical information somewhere in the directories and if your contact info is consistent across all listings.

Use schema markup to give Google more information about your local business

Schema markup is a structured data markup language that you can add to your website's HTML code. It provides search engines with more detailed and structured information about your local business. This enhances the visibility of your business in local search results. You can optimize your local business's website by applying properly formatted and relevant structured data. **Here's how:**

1. Select the relevant schema.org category. For example, if you promote an ice cream chain, the most relevant category is schema.org/IceCreamShop. If you are trying to promote a local hardware chain, select schema.org/HardwareStore.
2. Add schema.org sub-properties (e.g., URL, name of business, opening hours, contact telephone, address, link to the business logo image, zip code, served area, etc.).
3. Test your structured data with the help of Google's Schema Markup Testing tool.
4. Implement this data on your website and double-check for errors.

Audit your online reviews

By learning about what people are saying about your business and replying to them, you'll be able to handle customer feedback better and even find useful insights. This can help you improve your services and your business in general.

Check for any public reviews and ratings left by clients on popular review websites like Google, Facebook, Yelp, Tripadvisor, Foursquare, and others.