KENTICO 10 SEO CHECKLIST
Use the following checklist as a reminder to optimize each website post for Google Search Rankings.

KEYWORDS

❑ Select 1-2 keywords from your keywords list
❑ Use the keyword in the title of the post
❑ Use the keyword in the header tags
❑ Use the keyword only 2-3 times throughout the post with at least 1 variation (synonym for your keyword)
❑ Ensure that the keyword is mentioned in a natural way that flows with the article
❑ Ensure your keyword appears within the first 100 words of your article

META DESCRIPTIONS

❑ In the metadata tab uncheck all the inherit check boxes

❑ Fill in the page title with the blog title that includes your keyword. Google will only display 60-70 of the characters. Make sure you stay in this range, or that it makes sense at the point of cutoff. Optimal format would be:
Primary Keyword - Secondary Keyword | Branded Name

❑ Write a short page description that includes your keywords. Make sure this description matches the contents of the page and compels the searcher to click. Should be between 160-170 characters.

IMAGE OPTIMIZATION

❑ Ensure your image has an alt tag using a keyword

❑ Set image file sizes to the minimum while retaining resolution and legibility

❑ If relevant, link image to specific and relevant pages of the website

LINKING

❑ Link internally to relevant content whenever possible

❑ Revisit old posts and if there is an opportunity to link the new post, do so

❑ Make sure the anchor text isn't stuffing keywords and flows naturally with the rest of your article

❑ Link to relevant external sources

❑ Configure the sitemap setting for the newly published page

KENTICO 10 SEO CHECKLIST (CONTINUED)
The following can be set once in Kentico SEO settings for your website.

URLS

❑ Use URLs with trailing slash

❑ Redirect page aliases to main URL

❑ Redirect invalid case URLs to their correct versions

SITEMAPS

❑ Set the sitemap URL

❑ Define the sitemap content

❑ Create a robots.txt file for your website

TIPS

DISCOVERING TRENDING TOPICS

1. (Do this while in an incognito window) Navigate to Google News. Choose one of the topics that is trending within their 12 categories including the local category. This topic can now be used in conjunction with another keyword.

2. (Do this while in an incognito window) Google search your keywords. Use Google autocomplete to find new topics. Choose topics that appear first in autocomplete but are lacking in relevant content in the search results.

Do you want to improve your website SEO page ranking even more and take it to the next step?
If so contact us today by submitting your checklist, it's just that easy.

SUBMIT YOUR CHECKLIST

CALL US TODAY -AT- 919.484.9522 x230