

# SEO Checklist for your Advisor Website

For a fully optimized website, you need to be able to answer 'YES' to every question.

1. Is your website optimized for tablet and mobile devices?
2. Is your business registered with Google Business?
  - a. Go to <https://www.google.com/business/> and follow the steps to be verified. Use this Google support document to make sure your profile is complete and you're properly listed: <https://support.google.com/business/?hl=en#topic=6377335>
3. Have you uploaded a XML Sitemap to Google / Bing?
  - a. Please contact Advisor Website's support team for assistance.
4. Have you chosen keywords to focus on?
  - a. Keywords should be around your services, niche/point of difference, location.
  - b. Ensure your keywords are longtail, i.e. "red nike running shoes for men" instead of just "shoes for men".
  - c. Utilize free tools: Google Trends, Google AdWords (if you have an account), Wordtracker.com, search different keywords in Google to see results/competition.
  - d. Note: keep your audience front of mind for terms that they are actually searching.
5. Have you added title tags and meta descriptions on every page of your website?
  - a. Step-by-step instructions and support video: <https://support.advisorwebsites.com/support/solutions/articles/35000008798-basic-page-seo-how-do-i-add-keywords-meta-descriptions-and-update-the-page-title-to-my-website-page>
6. Are all your images optimized?
7. Do you have a blog and are you posting blog posts regularly (at least once a month)?
8. Are all your blog posts optimized with keywords?
  - a. Keywords need to be oth in the body of the article and in the keywords field.
9. Do you share blog posts to your social media channels?
10. Do you have internal links throughout your website and blog posts?
  - a. Internal links are links to existing pages of your website, such as your contact page, other similar blog posts, products and services page, etc.
11. Do you have external links throughout your website and blog posts?
  - a. Links from other websites to your site (i.e. your LinkedIn page that links to a blog article on your website).
  - b. Links from your website to other sites (i.e. including a link in a blog post that goes to a bank's home loan calculator).
12. Do you utilize social media?
  - a. Recommended channels include LinkedIn, Twitter, Facebook and YouTube. Each channel has it's pros and cons, so only be on the channels that suit your business and target audience.
  - b. Post regularly to keep content up-to-date and fresh (at least once a week).