



Online Marketing Checklist

Get a Free Checklist of Essentials & Must Do SEO Tasks

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SEO Checklist

Task	Status
1. Are all of your title tags 68 characters or less?	<input type="checkbox"/>
2. Have you used important keywords into your URLs?	<input type="checkbox"/>
3. Are all of your meta description tags 156 characters or less?	<input type="checkbox"/>
4. Do all your images have descriptive ALT tags and file names?	<input type="checkbox"/>
5. Do you track your website's visitor using Google Analytics	<input type="checkbox"/>
6. Are you creating Goal (e.g. a Sign Up or a Sale) and tracking them?	<input type="checkbox"/>
7. Are you optimizing landing pages and tracking their performance?	<input type="checkbox"/>
8. Have you created an XML sitemap and submitted it to Google and Bing Webmaster Tools?	<input type="checkbox"/>
9. Are you using Robots.txt or 'noindex' to stop crawlers reading unwanted content, files or code?	<input type="checkbox"/>
10. Do you use static URLs instead of untidy Dynamic ones	<input type="checkbox"/>

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11. Is your site using proper 301 redirects or canonical tags to avoid duplication of your own content?	<input type="checkbox"/>
12. Are you checking technical errors using Google Webmaster Tools?	<input type="checkbox"/>
13. Have you checked your website's loading speed & performance using Google Webmaster Tools?	<input type="checkbox"/>
14. Is your website responsive and friendly for mobile, tab or iPad users?	<input type="checkbox"/>
15. Is your website compatible for all widely used browsers	<input type="checkbox"/>
16. Do you interact socially? You have Business Profiles on	
Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Google + <input type="checkbox"/> LinkedIn <input type="checkbox"/> Yelp <input type="checkbox"/>	
Blogger <input type="checkbox"/> Wordpress <input type="checkbox"/> Tumblr <input type="checkbox"/> Pinterest <input type="checkbox"/> YouTube <input type="checkbox"/>	
17. Do you use forms to increase conversions?	<input type="checkbox"/>
18. Do you have good brand recognition?	<input type="checkbox"/>
19. Have you obtained Positive reviews in business listing websites	<input type="checkbox"/>

5 Facts You Should Be Aware Of !

1. Most of the Search Engine Hits come from its first page.
2. Users tend to know the reputation before dealing with a company. Online marketing gives higher brand credibility, because people trust Google.
3. SEO results are longer lasting, than other marketing techniques.
4. Users like to deal with companies which are more socially active.
5. Offering Discounts or Free Trials and presenting them in a right manner increase the probability of a sale.

Is your business missing most of it? Then believe us, your business can explore much more. Just give us a call and let our expert guide you

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