



## Search Engine Optimization Checklist

[www.406marketing.com/resources/search-engine-optimization-guide/](http://www.406marketing.com/resources/search-engine-optimization-guide/)

- 1. Relevant Content On Your Website
- 2. Mobile Friendly Website
- 3. Fast Website (under 2-3 seconds)
- 4. SSL Certificate (https)
- 5. Verified Google Business & Bing Places Profiles
- 6. Strategic Use of H1, H2, Page Titles & URLs
- 7. Obtain Relevant Back-Links
- 8. Verified Webmaster Tools, Uploaded Sitemap.xml
- 9. Updated Social Profiles
- 10. Install Google Analytics, Make Improvements Over Time