

THE PHOTOBIZ SEO STARTER CHECKLIST

WEBSITE STRUCTURE & DESIGN

- It is clear from my design what I offer and the customer I want to attract.
- My site navigation makes buying from or booking with me easy to locate and obvious.
- I have a separate site or subsite for different services I offer or target clients.



WEBSITE CONTENT

- My contact information, business location, and store hours are easy to locate on my website.
- I wrote at least 250 words on my About page, including what I do, who I serve, & why I am different from the competition

MEASUREMENT

- I have installed Google Analytics on my website to track my search traffic.
- I have connected my website to Google Search Console so I can track my search rankings



META-DATA

- I filled out my "title tags" with the phrases my customers use to search for my product or service.
- I filled out my "meta-descriptions" with a summary of what website visitors will find on the page
- I published a sitemap and submitted it to Google.



MARKET & COMPETITION

- My business is listed on relevant review websites (Google, Yelp, etc.)
- I am actively asking customers for reviews. Other websites in my market and city link to my website.
- I am aware of my top 5 competitors and how they rank in Google for our main key terms.

