



**To Get To The Top!**

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# The Only SEO Questionnaire You Need To Get To The Top

If you want to become visible to your target audience and build relevancy and trust with your brand, you need Search Engine Optimization (SEO). SEO will bring in more qualified traffic, so your leads can turn into customers and customers into loyal customers. Before beginning the SEO process, it is essential to have goals and an execution plan. This questionnaire will help you get to the top of the search engine and stay there.

## Domain

★ Have you purchased your domain?

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★ Have you picked a great name that stands out?

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## Site Verification

★ Have you connected your site to Google Search Console?

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★ Have you connected your site to Bing Webmaster Tools?

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★ Have you set up Google Analytics?

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★ Do you have an SEO plugin such as WordPress installed?

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★ Have you created your Robots.txt file?

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## Keywords

★ Have you performed keyword research to find popular and relevant terms?

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★ Do you have a list of your long and short-tail keywords?

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★ Have you categorized your keywords based on the product type, location, and price?

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# Website & Content Optimization

★ On page:

- Is your content relevant to your site and beneficial to your target audience?
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- Do your content and site include all Titles, Meta descriptions, URLs, headlines, CTA's, and images with relevant keywords?
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★ Do you have high-quality backlinks?

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★ Does your site have internal links that lead to relevant content on other pages?

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## Testing

★ Is your site user-friendly?

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★ Is your site responsive on all devices (mobile, desktop, tablet)?

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★ Is your site performing at optimal speed (3 seconds or less)?

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