WiiDEMAN CONSULTING GROUP

TECHNICAL SEO FOCAL POINTS

Google has made it clear publicly that their primary ranking signals are content and links. However, experienced search engine optimization specialists know that user behavior signals are what ultimately gets and keeps that top position in Google. Below are a few technical tasks that may benefit users and search engines alike.

Website Level	Speed & Performance	Security	Duplicate Content
✓ robots.txt does not block important scripts & content	✓ High webpagetest.org score	✓ Serves HTTPS by default	✓ Pagination is managed efficiently
✓ robots.txt declares XML path	✓ High tools.pingdom.com score	✓ All internal links use HTTPS	✓ Multi-language content managed efficiently (HREFLANG tags used)
✓ HTML sitemap exists	✓ High Google PageSpeed score	✓ All canonical tags use HTTPS	✓ Duplicate subdomains are non-indexable
✓ Intuitive website taxonomy used	✓ High Core Web Vitals score	✓ All URLs in XML Sitemap use HTTPS	✓ Staging servers are non-indexable
✓ Privacy Policy in global footer	✓ High GTMextrix score	✓ All outbound links use HTTPS	✓ Tags, author and date archives are non-indexable
✓ Refund Policy in global footer	✓ Passes Google mobile-friendly	✓ Passes SECURI test	✓ URL parameters managed in Google Search Console
✓ Site can be used with JavaScript and CSS turned off	✓ Uses a content delivery network	✓ Passes Norton test	✓ H1 is different from HTML title
✓ Nav not hidden by AJAX or Flash	✓ Site is caching content efficiently	✓ Passes McAfee test	✓ Only one H1 tag per page
✓ Social network links in global footer	✓ Images are optimized for fast loading	✓ Passes Google safe test	✓ Index pages 301 to root paths
✓ Includes all applicable schema.org	✓ Files are gzipped for fast delivery	✓ CMS version is up to date	✓ Trailing slashes are consistent
✓ Void of excessive internal links	✓ JavaScripts are combined & minified	✓ Plugins/add-ons are up to date	
✓ Confirmation pages are non-indexable	✓ Style sheets are combined & minified	✓ WordPress vulnerabilities addressed	
	✓ Bounce rates improve monthly	✓ Database vulnerabilities addressed	
	✓ Conversion rates improve monthly	✓ User management reviewed	

CONTENT SEO FOCAL POINTS

The goal of an SEO-driven content strategy is to get your key customer-driving content to rank well in search results. But to do this, search engines must see your brand (entity) as being authoritative *off the website* when mentioned as a resource or reference on high-traffic web pages that mention and (hopefully) link to your website. The entire Buyer's Journey is therefore more important than the customer-attracting pages alone.

Customer-Attracting Content	Consideration Phase Content	Awareness Phase Content
❑ Researched competitor keywords	❑ Researched competitor keywords	❑ Explored product/service questions
❑ Reviewed historical data (PPC+SEO)	❑ Reviewed historical data (PPC+SEO)	▪ answerthepublic.com | storybase.com
❑ Addressed every user search goal	❑ Addressed every user search goal	❑ Clustered keywords by similar user intent
❑ Confirmed that our page is best	❑ Confirmed that our page is best	❑ Decided on syndication / sharing touchpoints
▪ requester.mturk.com	▪ requester.mturk.com	❑ Reviewed top-linked pages of competitors
❑ Selling principles utilized	❑ Ecommerce categories well optimized	❑ Built content marketing calendar
❑ Title optimized for phase (buy, order, etc)	❑ Comparison tables used (if applicable)	❑ Confirmed that our page is best
❑ Meta description uses all available space	❑ Page shows more value & options than others	▪ requester.mturk.com
❑ **Unique** imagery added to pages	❑ Testimonials / reviews standout to viewers	❑ Avoided selling of any kind on the page
❑ Unique video added to pages	❑ Video included to assist with decision-making	❑ Custom navigation focused on non-selling
❑ Strong call-to-action easy to see	❑ Title optimized for phase (shop, explore, etc)	❑ Call-to-action opt-in, not purchase/lead intake
❑ Use of lists not just paragraphs	❑ Meta description uses all available space	❑ Social sharing easy to find
❑ Emphasized phrases in subheadings	❑ Structured markup used wherever possible	❑ Custom illustration available and Pin-able
❑ Page loads in under 2 seconds	❑ Links to product detail pages (if applicable)	❑ Custom video available and shareable
❑ Page earns A's on webpagetest.org	❑ Links to supportive content (if applicable)	❑ Title offers compelling headline
❑ Images are well optimized	❑ Above the fold is business, not blog or article	❑ Meta uses all available space and is helpful
❑ File name / page name is well optimized	❑ Below the products is supportive content	❑ File name / page name is well optimized
❑ Internal links to page are optimized	❑ File name / page name is well optimized	❑ Internal links to page are optimized
❑ Added to HTML & XML sitemaps	❑ Internal links to page are optimized	❑ Added to HTML & XML sitemaps
❑ Structured markup used wherever possible	❑ Added to HTML & XML sitemaps	❑ Page loads in under 2 seconds
	❑ Page loads in under 2 seconds	❑ Structured markup used wherever possible

LINK EARNING FOCAL POINTS

Earning links through relationships and content marketing is the "White Hat" method of showing search engines that we are relevant and authoritative and not manipulative or trying to game search engine results pages.

Internal Links	Suspicious Links	Link-Earning Projects
❑ Highest ratio of links point to important pages	❑ Project created to remove suspicious links	❑ Unlinked mentions become linked mentions
❑ No ambiguity in anchor text	❑ 3-5 rounds of outreach completed per link	❑ Broken links to site and to competitors
▪ Don't link to 2 pages with the same text	❑ Disavow list submitted to Google monthly	❑ Proprietary data shared in evergreen content
❑ Varied anchor text used for each page	❑ New links monitored monthly (AHREFS.com)	❑ Industry study completed / evergreen content
❑ JumpTo links used when appropriate	❑ New links added to project (Buzzstream?)	❑ Free tools or service launched and shared
❑ Homepage links to most important pages	❑ Link removal request sequences scheduled	❑ Influencer marketing initiative
❑ Remove/reduce links rarely clicked on	❑ Trend and pulse reviewed monthly	❑ Content syndication performance monitored