



ANTSAND SEO Expert Consultation Checklist

Use this handy checklist to organize information and do your own website audit. With ANTSAND SEO Consultation, we will help you fix every issue that is stopping your website from ranking.

LEARNING RESOURCES

- Marketing Made Easy - Ultimate Guide to making your business more marketable and profitable
link: <https://blog.antsand.com/singlepost/index/5683/Marketing-made-easy---Ultimate-guide-to-making-your-business-more-marketable-and-profitable>
- Blogging Made Easy - Ultimate Guide to writing blogs people want to read and search engines want to rank
link: <https://blog.antsand.com/singlepost/index/5680/Blogging-made-easy---Ultimate-guide-to-writing-blogs-people-want-to-read-and-search-engines-want-to-rank>
- Ultimate guide to mastering local SEO and growing a profitable business in Vancouver
link: <https://blog.antsand.com/singlepost/index/5688/Ultimate-guide-to-mastering-local-SEO-and-growing-a-profitable-business-in-Vancouver>
- How to become an SEO expert in Vancouver? A step by step guide
link: <https://blog.antsand.com/singlepost/index/5689/How-to-become-an-SEO-expert-in-Vancouver?-A-step-by-step-guide>
- The Landing Page Conversion Handbook - Why your website is not ranking on search
link: <https://www.antsand.ca/hireus/books>
- Vancouver SEO Expert with ANTSAND - Podcast
link: <https://www.antsand.ca/podcast>

TOOLS YOU NEED

- Google My Business
link: https://www.google.com/intl/en_ca/business/
- Google Search Console
link: <https://search.google.com/search-console/about>
- Google Analytics
link: <https://analytics.google.com/analytics/web/>
- Bing webmaster
link: <https://www.bing.com/webmaster/home>
- Bing places for business
link: <https://www.bingplaces.com>

BASIC SOCIAL MEDIA

- Create Facebook company page
- Create LinkedIn company page
- Create a twitter Company account
- Post pictures on Pinterest
- Create an Instagram Business Account

WEBSITE EVALUATION

- Do you have a top menu bar that is easy to navigate?
- Is your website mobile and tablet responsive?
- Is your website secure? Does it have a valid SSL certificate?
- Does your page load decently fast? Or is it too slow?
- Do you have a blog attached to your website?
- Does your home page describe what problem your product/service?
- Do you have a separate page for each of your services or products?
- Do you have a footer, a section on the bottom of your page describing your terms and conditions, privacy statements and copyright?
- Do you have a page or section for F.A.Q?
- Do you have a page or section describing how to navigate your website or business? A "How it works" section?
- Do you have a section that describes the pain points you are solving and the results they will get after using your services or products?
- Is it easy to use your website? Easy to read, easy to navigate, easy to follow instructions?
- Do you have a section on your page to prove your credibility? Reviews and testimonials?
- Do you have a page or section of your team members? Builds Trust.
- Do you have a page or section about your company? About Us pages are amongst the top viewed pages.
- Do you have a strong call to action? Phone number, payment or checkout, forms, address, etc.

FOR LOCAL SEO

- Do you have the locations you serve clearly stated on the footer of your website?
- Do you have a separate page for all combinations of the locations your serve with your services/products?
- Do you have a local number mentioned on your website?
- Do you have all your addresses listed clearly
- Is your NAP (Name Address and Phone number) clearly stated on your website, search and other websites - Social Media, Google My Business, Bing My Places, Yelp, etc