



SEO Ranking Factors Checklist

1. An Accessible URL

- Create Robots.txt file
- Create Sitemap
- Move to HTTPS

2. Page Speed

- Check site with mobile testing tool

3. Mobile Friendliness

- Responsive design
- Large fonts
- Accessible, tappable content
- No content hidden behind interstitials

4. Domain Age, URL and Authority

- Check domain and page authority

5. Optimized Content

- Use LSI keywords
- Understand search intent
- Get the length right
- Optimize for Answer Boxes
- Use video

6. Technical SEO

- Use keywords in page titles
- Use the right header tags (h1, h2)
- Optimize your meta description
- Use keywords in image alt tags
- Use schema markup

7. User Experience

- Reduce bounce rate
- Increase CTR and dwell time

8. Links

- Inbound links
- Outbound links
- Internal links

9. Social Signals

- Create social media profiles
- Make it easy to share content

10. Real Business Information

- Name, address, phone number
- Accurate business listings
- Customer reviews
- Optimize for local search