

SERPWOOD



INDEXING OPTIMIZATION

- Add your website to Google Search console;
- Check if your site is properly indexed on Google;
- Check the `website.com/sitemap.xml` file and if it was correctly uploaded/indexed;
- Check if there are HTTP URL's that should be HTTPS on the sitemap;
- Check if the site's language was correctly specified;
- Check if the site encoding was correctly specified;
- Check what your robots.txt file is allowing/denying access to;
- Check if sitemap link is present on robots.txt file;
- Check if any manual actions (penalties) have been imposed on your site;
- Take corrective action to remove the penalties if needed;
- Check for non-canonical URL's and if they are redirected to their canonical version;
- Check if all redirects are properly done (301's, etc.);
- Do a search for your website (`website.com` for example) on Google and check for any indexed pages that shouldn't be indexed;
- Do a search for your website (`website.com` for example) on Google and check for any indexed pages you do not recognize.



PERFORMANCE OPTIMIZATION

- Check your pages loading time;
- Make sure you properly declare the page type on the <!DOCTYPE> tag;
- Check if frames are not hindering page speed;
- Replace files using outdated formats like Flash for better ones;
- Check if page source code can be compressed to improve speed;
- Set up a CDN to speed up page loading (like CloudFlare);
- Set up server/browser caching plugins if applicable;
- Optimize images to reduce the size and check if the quality was affected;
- Minify CSS and JS files and check if they still work correctly;
- Check if ads are slowing down page load times;
- Check if upgrading to a faster hosting provider would benefit loading times;
- Check if the HTTPS protocol is enabled and the HTTPS URL's load as default;
- Check if non HTTPS pages are 301 redirected to their HTTPS versions;
- Check if your SSL certificate is for the correct page and not expired/expiring;
- Check if the website is mobile friendly and the mobile version of pages are dynamically generated to avoid duplicate content;
- If using Accelerated Mobile Pages (AMP) check if correctly implemented.



KEYWORD TARGETING OPTIMIZATION

- Check the keywords you are currently ranking for;
- Check if pages already ranking for a keyword can be improved;
- Check for related keywords you could rank for, too;
- You can use the Serpwoo Keyword Finder to check keywords your competitors rank for.



CONTENT OPTIMIZATION

- Check pages for 404 or missing/excessive links;
- Check if outbound links anchor texts are keyword optimized;
- Check if pages are strategically interlinked to relevant ones inside the website;
- Check if the page headers are optimized for relevance to the page content and CTR;
- Check if your pages are missing/have more than one H1 and title tags;
- Check if the page H1 tag is keyword optimized;
- Check if meta descriptions are keyword optimized and not duplicated;
- Check for broken/missing images;
- Check if filenames are optimized;
- Check if alt tags on images are set and optimized to contain relevant keywords;
- Check if URL's are keyword optimized and canonical;
- Check if nofollow tags are properly used;
- Check if the content can be indexed correctly with JavaScript disabled;
- Check pages for duplicate content;
- Check for poorly performing pages that you could eliminate if they are not worth keeping;
- Check pages for low word count and content quality;
- Check page content for optimal keyword density and relevance;
- Use on page markup to structure data and facilitate indexing;
- Add fresh content often to keep ahead of the competition.



EXTERNAL OPTIMIZATION

- Check inbound link quantity, relevance, and quality;
- Build a disavow list for bad/ low-quality links and submit it to Google;
- Check if your content has been scrapped/copied by a competitor;

