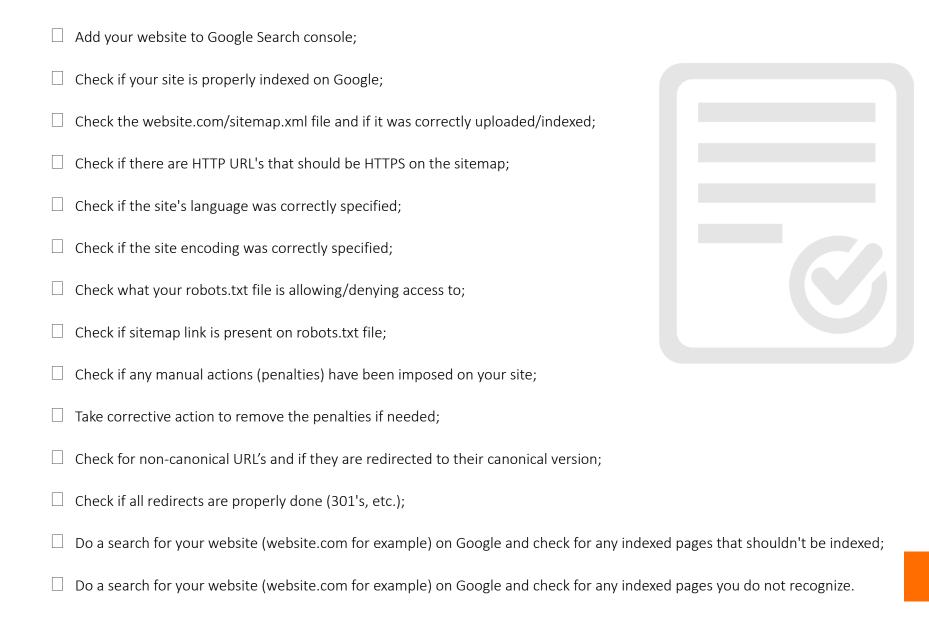
SERPWOO

INDEXING OPTIMIZATION



PERFORMANCE OPTIMIZATION

Check your pages loading time;
Make sure you properly declare the page type on the 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Replace files using outdated formats like Flash for better ones;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;

