



# The Ultimate SEO and Lead Generation Checklist

## Conducting a Comprehensive SEO Audit and Website Tune-Up

- Conduct a thorough SEO audit** focusing on user experience and technical SEO to identify improvement areas.
  - User Experience (UX): Ensure the site is navigable, content is readable, and the overall flow is user-friendly.
  - Technical SEO: Check site speed, mobile responsiveness, and secure browsing practices.
- Optimize website speed and mobile responsiveness** using tools like Google PageSpeed Insights.
- Update on-page SEO elements** such as title tags, meta descriptions, and headers to reflect target keywords and accurately describe page content.
- Improve content quality** to ensure it aligns with search intent and provides value to readers. Refresh outdated content and create new material addressing audience needs.

**Develop a strategy to acquire quality backlinks** by building relationships with industry influencers, participating in relevant forums, and creating share-worthy content.

## Developing a Local SEO Strategy

**Claim and optimize your Google My Business (GMB) listing** to manage your online presence across Google, including Search and Maps.

- Claim your listing, complete every section, and ensure NAP (Name, Address, Phone Number) consistency across all online platforms.

**Encourage reviews** to boost local SEO rankings and influence potential clients' decisions.

**Create location-specific content** addressing local issues, events, or needs relevant to your community.

**Ensure accurate office hours** are listed to improve ranking factors related to local search.

## Enhancing Content Strategy

**Research keywords** relevant to your local market and industry using tools like Google Keyword Planner or SEMrush.

**Understand your audience** by conducting surveys, monitoring social media, or engaging directly with clients to discover topics of interest.

**Produce high-quality content** that informs, educates, or solves problems for your audience. Incorporate local keywords naturally.

**Share your content** on social media, email newsletters, and local forums or community groups.

**Monitor performance** using analytics tools to track website traffic, engagement, and conversions to refine your content strategy over time.

## Monitoring Performance and Adjusting Strategy

**Set up Google Analytics and Google Search Console** to track website performance.

- Analyze key metrics** like website traffic, engagement, and conversions.
- Refine your content and SEO strategy** based on performance data and continue testing different approaches.

## Accelerating Lead Generation With Paid Ads

- Define your target area and audience** for Google Ads campaigns. Use broad match keywords and negative keywords to refine your targeting.
- Build and optimize a targeted landing page** with a clear message, CTA, and design principles that encourage engagement.
- Review performance metrics regularly** for your Google Ads campaigns and landing pages, making data-driven adjustments.
- Test and learn** from different ad formats, landing page layouts, or targeting settings to find what works best.