Information Needed	Company Information	Notes
NAP Information		
Business Name		
Address 1		*For country specific address formats visit: http://www.upu.int/en/activities/addressing/postal-addressing-systems-in-member-countries.html*
Address 2		
City		
State		
Zip Code / Postal Code		
Country		
Local Phone Number		
800 Phone Number (if any)		
Website		
Other Business Information		
Fax Number		
Email Address		
Location Landing Page 1		
Location Landing Page 2		
Location Landing Page 3		
Business Hours (Monday)		*For multiple locations, double check the hours for each location as they may vary*
Business Hours (Tuesday)		
Business Hours (Wednesday)		
Business Hours (Thursday)		
Business Hours (Friday)		
Business Hours (Saturday)		
Business Hours (Sunday)		
Business Categories		*Use only the most relevant categories*
Google My Business URL		
Specific cities / areas served		
Logo URL		
Social Media		
Facebook Page URL		
Twitter Handle		
YouTube		
Pinterest		
Instagram		

Initial Questions to Ask Client	Notes
Business Specific Questions	
Has the business previously used other names?	*List all previous names*
Was the business previously located at a different address?	*List all previous addresses*
Has the business used any other phone numbers?	
Does the business use any call tracking numbers?	
How many locations does the business have?	*For multiple locations, get NAP information for each location (see business info tab)*
What is the average value of a sale?	*If different services are provided, answer this for each of the top services*
What is the lifetime value of a customer?	
How much revenue should the website generate each month?	
Does the business have any quality images and videos?	
What are the top services provided by the business?	
Does the business have any certifications, specialities or anything noteworthy?	
Has the business received any awards?	
Does the business service any well-known brands?	
Does the business have any customer reviews or testimonials?	
Website Specific Questions	
Has any previous SEO work been done?	
Has your website ever been penalized by Google?	
How many websites does your business own?	
Does the business own other domains?	*Check for any 301 redirects*
When was the last time your website was redesigned?	
Where is the website hosted?	
Where was the domain name purchased?	
What keywords do you think searchers would use to find your website	*Get 3-5 initial ideas from business owner*
Who is the target audience?	
What is the primary and secondary call-to-action?	*Buy a product, fill out a contact form, call a phone number, etc.*
What goals should the website help the business accomplish?	
Account Questions	
Can you provide access to your Google My Business account?	
Is the GMB profile fully complete?	
Does the business have a Google Search Console account & can provide access?	
Does the business have a Bing Webmaster Tools account & can provide access?	
Can you provide access to any citation listings you currently have?	
What social media profiles does the business have / use?	
Questions for SEO to Find Out	
How many backlinks does the business have?	
What is the domain authority of the website?	
What is the trust flow and citation flow scores?	

FINAL KEYWORD LIST			
Keyword / Keyphrase	**Search volume**	**KD Score**	**Landing Page**

Business Analysis

Name	Competitor Website	Top Keywords	Domain Authority	# of Total Back Links	# of Root Domain Back Links	# of Citations	Citation Score (Moz)	Monthly Traffic	# of Google Reviews	Notes

Top Online Competitors

Competitor Name	Competitor Website	Top Keywords	Domain Authority	# of Total Back Links	# of Root Domain Back Links	# of Citations	Citation Score (Moz)	Monthly Traffic	# of Google Reviews	Notes

ON-PAGE OPTIMIZATION CHECKLIST

DONE	TASK	NOTES
	ACCOUNT CREATION & SETUP	
	Create Google Webmaster Tools account	
	Create Bing Webmaster Tools account	
	Create Google Analytics account (and integrate)	
	ON-PAGE OPTIMIZATION	
	Website uses SEO/user friendly URLs	
	Set a preferred URL	
	Optimize page title tags	
	Optimize page description tags	
	Optimize header tags on landing pages (h1, h2)	
	Duplicate/spun content removed	
	List business hours on landing page / contact page	
	Embed map on contact page	
	Mobile friendly landing pages	
	Verify website appearance on mobile devices	
	Page speed 3 seconds or less for each page	
	Test for existing schema	
	Select appropriate schema business category	
	Add full local business schema	
	- add product schema (if needed)	
	- add offer schema (if needed)	
	- add event schema (if needed)	
	- add review schema (if needed)	
	Test schema for accuracy	
	Appropriate content length on all landing pages	
	Include correct NAP info on location pages	
	Include correct NAP info on contact page	
	Create XML Sitemap & Add to Google Webmaster Tools	
	IMAGE OPTIMIZATION	
	Optimize logo	
	Geotag images	
	Include alt tags for all images	
	Use keyword rich image file names	
	Optimize images for speed	
	REVIEWS & SOCIAL PROOF	
	Include reviews / testimonials on website	
	Include links to top review sites	
	Include links to social media profiles / pages	
	OFF SITE FACTORS & SOCIAL MEDIA	
	Set-up YouTube Channel for Business	
	- add NAP info to video description	
	- geoTag the videos	
	Add images to panoramio.com and geotag	
	Add NAP information on Facebook, Pinterest, etc.	

LOCAL BUSINESS CITATIONS

TASK	DONE
Google My Business Checklist	
Create Google My Business Page	
Verify Google My Business Page	
Verify use of correct NAP information	
Verify correct website URL is used	
Select only appropriate categories necessary	
Fully complete Google My Business profile	
- write full business description	
- include business hours	
- add business logo	
- add at least 5 business images	

TASK	DONE
List with 4 aggregators	
List with top citation sources	
List with local citations	
List with industry citations	
Verify consistent citations	
Remove duplicate listings	

Citation Name	Username	Password	Status	Notes	Reviews
Google My Business	example@clientdomain.com	rdt!(j<pBENtt6#r	Live		3
Yelp	example@clientdomain.com	JWc>VrD)822r'),m	Live	Approved 11/12/15	2
Yellow Pages	example@clientdomain.com	bgm$?~`Sah.-AR5$	Pending	Submitted on 11/18/15	-

Back Link Tracking										
Date submitted	Website	Contact	Achor text	Landing page	PA	DA	DF/NF	Linking Domains	Status	Notes

Redirects			
Date	Old URL	New URL	Notes