

SEO Content Checklist

Understanding how to optimize your webpage for ideal Search Engine Optimization will not only drive new clients to your site, it will help keep them there. There are two types of Search Engine Optimization that will help drive qualified traffic to your site: keyword optimization and webpage optimization.

WHAT IS KEYWORD OPTIMIZATION?

Keyword optimization will help drive qualified traffic to your website from search engines to your site. The goal is to help prospects find your brand in the easiest possible manner. This process is a critical step in the initial phases of search engine marketing, and will increase both the effectiveness of your paid and organic advanced searches.

There are several important strategies for overall site optimization. One easy step is to sign up for a tool like Yoast SEO or Google Search Console. These will highlight fundamental issues, list your indexed pages, and keep track of which keywords they rank for. It makes taking issues to your web developer to fix a snap.

WHAT IS WEBPAGE OPTIMIZATION?

Webpage optimization will help Google favorably rank your site. Optimizing each of the areas below will increase your site ranking.



Meta Data
Includes Author
& Descriptions

7 Tips to Ease Out of The Bakery Business and Into Retirement

Pierre Lavre, Lavre Wealth Advisers

We know **bakers** know best. But how do you keep the cookies--and a steady income--coming after **retirement?** These tips are sure to help you continue your legacy.



Create more than a tasty legacy by:

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Title, Metadescription
and URL are Clear
and Distinct



Keyword
Targeted



Content That is
Unique or Valuable



Multiple
Device Friendly



Social Media
Shareable

MY ACTION ITEMS

- 1.
- 2.
- 3.

