

# Site Optimization Checklist - the "Basics"

Before we get to structure (site architecture) and on-page SEO, there are a few things we'll want to check...

## 1. Is your site secure?

*(Do you have anti-spam/anti-virus tools set up? Are your log-ins protected?)*

## 2. Do you have Google Analytics set up?

*(Sign up today: [google.com/analytics/web/provision](https://google.com/analytics/web/provision))*

## 3. Do you have Google Webmaster Tools set up?

*(You can set this up with a Google Analytics account: [google.com/webmasters/tools/home](https://google.com/webmasters/tools/home))*

## 4. Have you set a preferred domain in Webmaster Tools?

*(Settings > "Site Settings" > "preferred domain")*

## 5. Do you have an .XML sitemap added?

*(This helps Google intelligently crawl your site. You can add it to Webmaster Tools.)*

## 6. Have you checked for any site issues & penalties, like:

### **Mobile-Friendly Issues**

*("Search Traffic" > "Mobile Usability." Test your site to check whether it passes Google's Mobile Friendly Test: [google.com/webmasters/tools/mobile-friendly](https://google.com/webmasters/tools/mobile-friendly).)*

### **Crawl Errors (404's)**

*(I can help you set up 301 redirects to fix any broken links.)*

**Note:** if you aren't using Webmaster Tools yet, I can check off #3-6 for you - no problem.

Finally, let's identify some expectations for your site's performance:

## 7. Keyword rankings

*(What should your site be ranking highly for in Google? In addition to the research I'll perform, [serps.com/tools/rank\\_checker](https://serps.com/tools/rank_checker) lets you search rankings by keyword.)*

## 8. Analytics: site traffic, conversion #'s

*(Google Analytics metrics, like **page views**, can help to quantify improvements in your site's engagement & visibility. What's even more important to your business goals is data related to **conversions**: % of visits resulting in purchases, appointment bookings, etc. I can set up conversion tracking in GA too.)*

#7-8 we can review together in Step 1.

All set? Great! Let's get started: [nateholman1.com/contact](https://nateholman1.com/contact).