

SEO

SEARCH ENGINE OPTIMIZATION

SEO CHECKLIST FOR MANUFACTURERS

KEEP AN EYE ON COMPETITORS

- ✔ Study competitors profiles and links
- ✔ Make a list of top competitors on SERPs



KEYWORD RESEARCH

- ✔ Use social listening to decide keywords after analyzing which terms people are using while searching
- ✔ Use long-tail keywords to narrow down the search and competition

WEBMASTER TOOLS

- ✔ Check crawl errors and penalties
- ✔ Check the status of the sitemap submission
- ✔ See if HTML needs to be improved
- ✔ Check the broken links

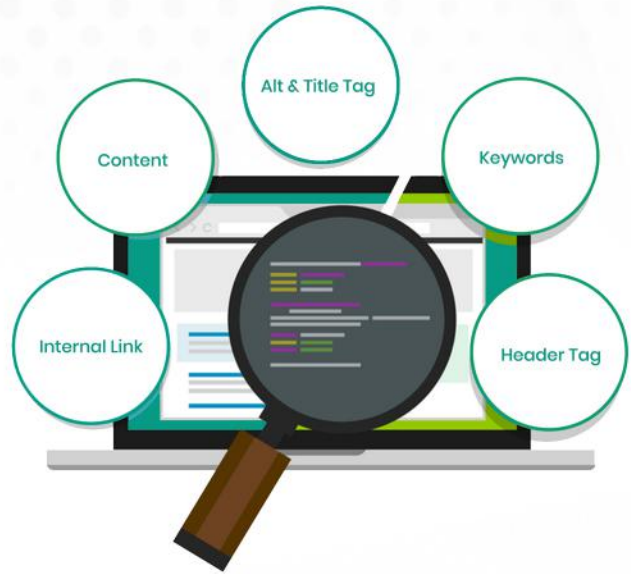


Google

Webmaster Tools

ON-PAGE SEO

- ✓ Add XML sitemap and navigation
- ✓ Ensure the inclusion of breadcrumbs and Robots.txt file
- ✓ Nonindex thin pages
- ✓ Insert Alt text in all the images
- ✓ Ensure that keywords are inserted in meta tags and meta descriptions



CONTENT

- ✓ Eliminate the duplicate content
- ✓ Put content in the right categories
- ✓ Always try to publish the static pages
- ✓ Maintain strong internal linking
- ✓ Establish quality outbound links
- ✓ Ensure that every piece of content have a target keyword
- ✓ Check whether all pages use a header 1 (H1) tag

OFF-PAGE SEO

- ✓ Create alerts for your brand
- ✓ Identify unlinked URLs and brand mentions
- ✓ Perform a link intersect between your competitors for priority links

