

SEO CHECKLIST

1. OPTIMIZED META TITLE TAG
2. OPTIMIZED META DESCRIPTION
- 3/4. ABOVE THE FOLD SOCIAL PROOF & ABOVE THE FOLD TRUST SYMBOLS (AWARDS, COMPANY LOGOS, ETC.)
5. ABOVE THE FOLD CALL TO ACTION
6. ABOVE THE FOLD TESTIMONIAL
7. ABOVE THE FOLD PLAY BUTTON / VIDEO TESTIMONIAL
8. ABOVE THE FOLD PHONE NUMBER
9. ABOVE THE FOLD HORIZONTAL NAVIGATION BAR
10. ABOVE THE FOLD - IF POSSIBLE (DATA CAPTURING VALUE EXCHANGE - SEE WWW.SEOINC.COM FREE EVALUATION TOOL
11. 1,000 WORDS PER PAGE
12. BELOW FOLD HTML SITE MAP

