

SEO Review: Findings & Recommendations Matrix

Item no.	CATEGORY	TASK	FINDINGS	RECOMMENDATIONS	PRIORITY	EFFORT TO FIX	NOTES
	SEO Audit						
1	Keyword research						
		Make list most relevant keywords for site, ranked by popularity					
		Identify long-tail keywords for site's niche audience					
		evaluate use of schema markup for more detailed search engine results					
2	Google Analytics						
		Create google analytics account and install tracking code					
		Create google console account and install html tag					
3	Page Indexing						
		Make sure all important pages can be found by a search engine like Google. (robots.txt nofollow tags)					
		evaluate need to— generate an xml sitemap					
4	Title and meta tags						
		Evaluate meaningful page titles					
		Evaluate unique meta description for each page that will show on search results					
		Make sure all URLs are "speakable" in plain language					
5	Headings						
		Make sure there is a text hierarchy starting with <H1> tags					
6	Internal links						
		Make sure anchor text is meaningful					
		Keywords in linked page match content of source page					
7	Broken links						
		Go through site and find broken links					
8	Performance-speed test						
		Site loading time					
		Optimize image file sizes					
		Install image cache					
		Minify css and javascript					
9	Image optimization						
		Optimize image file size for faster loading					
		Set meaningful file titles					
		Set <alt> tags to make images searchable					
10	Mobile friendly						
		Test site on common mobile phone and tablet screen sizes for responsiveness. Correct as needed.					