

## Startup SEO Checklist for Window Cleaning Websites

- ☐ Easy to use and SEO friendly Content Management System
  - Can you make edits to your sites pages, add blog posts, edit meta data and other items vital for SEO efforts?
  - Wordpress, Drupal, Joomla, are some of the most popular and supported
- ☐ Research keyword options
  - Include local search terms, i.e. Cities, neighborhoods, etc., where you offer services
  - Begin by targeting ones with right combination of low competition/relevancy before moving on to
- ☐ Well-written meta titles and descriptions
  - Do all of your pages have title and description tags with your keywords, company name, meaningful descriptions, local address and phone number (where appropriate)?
  - Do the keywords in your titles and descriptions match the keywords used in the page content?
- ☐ Clear, well-written content on all pages
  - Try to use a group of several related keywords, perhaps focusing on one main one and several helper keywords per page
  - Avoid keyword stuffing (using keyword excessively)
  - Pay attention to spelling and grammar
  - Remember to write for human visitors, not machines
  - Use Heading tags, with Heading 1 being your keyword phrase and Headings 2,3,4,etc. used for each subsequent main point
- ☐ Organize your site in a clear and logical way
  - Decide on your main pages and branch out from there
    - i. Home, About Us, Contact Us, FAQ, Services, etc.
  - Each additional page should build upon main parent page
    - i. Services (main page) links to Residential Window Cleaning and Commercial Window Cleaning (support pages)
- ☐ Install a blog and post regularly
  - Create content useful for visitors: Write for people, not machines!
  - Keep it organized with few categories, meaningful titles and linking to other pages
- ☐ Photos and videos with description and alt tags, optimized for website use
  - Resize images to reasonable sizes to ensure quick load times
  - Host videos on sites like Youtube or Vimeo and then embed
- ☐ Local Listings, Review Sites, Social Media, etc.
- ☐ Claim Google+ and Bing Local listings
  - Verify ownership
  - Add media (e.g. photos, videos, blog links, etc)
  - Decide on official version of your address and phone number and use it consistently e.g. 123 Deere In vs. 123 Deere Lane; 630 555-5543 vs. (630) 555 5543