Making Data-Driven SEO Decisions
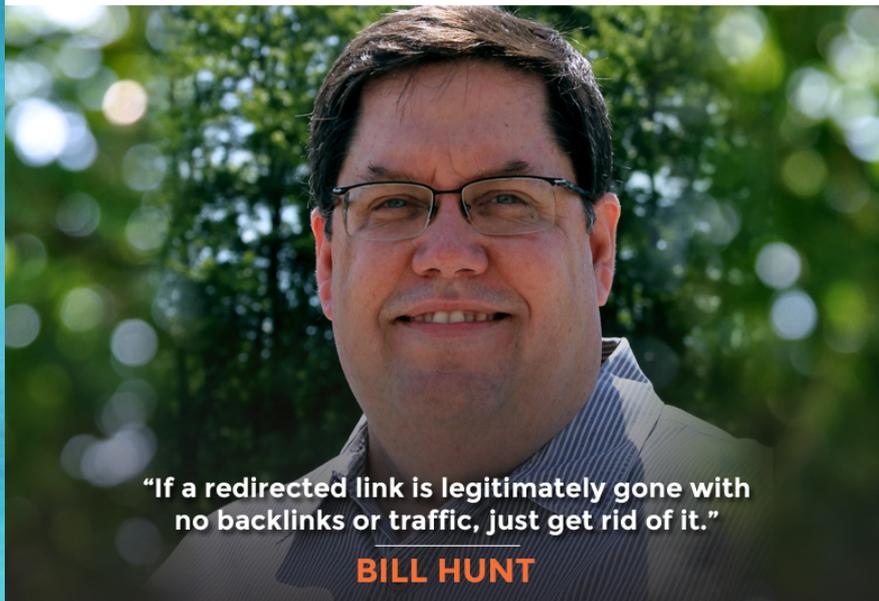
10 Point Checklist

Bill Hunt

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK 🎙

HOSTED BY STEPHAN SPENCER

"If a redirected link is legitimately gone with no backlinks or traffic, just get rid of it."

BILL HUNT

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.

☐ Create subfolders in my Google Search Console to get more "not provided" (by analytics) keywords.

☐ Check my search yield by going into Google Search Console<Search Analytics<select impressions, click rates, and number of clicks>sort by impressions. Then look at the list for keywords where I rank in the top 3-5 organic positions where I am getting a 5% or less click rate. These are my low yield keywords.

☐ Rewrite my descriptions for the newly discovered low yield keywords. Answer the question "why us" to get my descriptions to resonate with users.

☐ Create a search query with the keyword phrase and site:MyDomain. This will show me how Google is creating my descriptions and snippets.

☐ Check the number of pages I have indexed using site:MyDomain without the keyword phrase. Having too many and too few indexed pages can be problematic.

☐ To query HTTPS only pages use the site:MyDomain and inURL:HTTPS operators together. It should look like this: site:MyDomain inURL:HTTPS.

☐ Only have canonical urls in my XML sitemap. Having both canonical and non-canonical urls will create duplicates.

☐ I want to make sure my content is migrated effectively, my redirects are recognized, and my new pages are indexed by Google when switching to HTTPS or creating a site refresh. Use Back Azimuth's Site Migration Tool Set to do this correctly.

☐ I can find my redirect link chains by using a link tool like Majestic or Ahrefs and sort through the links to see where the redirects go. I can delete a chain of multiple redirects and have all of the redirects go to the main page. If the redirect has no links or search value, I can delete it altogether.

☐ If a page is permanently gone I can use a 410 redirect to tell the search engine that the page is gone. Do not 410 pages with links going to them or I lose the link value.