

SEO CHECKLIST

Empire Marketing Studios - 25-Point Optimization Guide

ON-PAGE SEO

- ☐ Title tags are under 60 characters and include target keywords
- ☐ Meta descriptions are under 160 characters and compelling
- ☐ H1 tag is present and includes primary keyword
- ☐ Header tags (H2-H6) are used properly for content hierarchy
- ☐ URLs are clean, descriptive, and include keywords
- ☐ Images have descriptive alt text with relevant keywords
- ☐ Internal linking strategy is in place

TECHNICAL SEO

- ☐ Website loads in under 3 seconds
- ☐ Mobile-responsive design is implemented
- ☐ SSL certificate is installed (HTTPS)
- ☐ XML sitemap is created and submitted to Google
- ☐ Robots.txt file is properly configured
- ☐ Canonical tags are set to avoid duplicate content
- ☐ Structured data markup is implemented

CONTENT OPTIMIZATION

- ☐ Content is original and provides value to users
- ☐ Target keywords are naturally integrated
- ☐ Content length is appropriate for topic (1000+ words for key pages)
- ☐ Multimedia content (images, videos) enhances user experience

LOCAL SEO (Calgary Businesses)

- ☐ Google Business Profile is claimed and optimized
- ☐ NAP (Name, Address, Phone) is consistent across all listings
- ☐ Local keywords are included in content
- ☐ Customer reviews are encouraged and responded to

LINK BUILDING & AUTHORITY

- ☐ Quality backlinks from reputable sources
- ☐ Social media profiles link to website

For professional SEO services in Calgary, contact:

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