| NO. | ITEMS | STATUS | DESCRIPTION |
|---|---|---|---|
| **Technical SEO** | | | |
| 1 | **Website Health Audit** | | **Check overall website health from SEO perspective** |
| | Website Maintenance | | Check with your web developer if the website has been properly maintained (no website hacks, strong security, etc). |
| | Domain Name | | Local or Overseas? (.com, .my, or .com.my) |
| | Type of CMS | | use Wappalyzer |
| | No. of pages Indexed | | site:domain.com |
| | Sitemap | | domain.com/sitemap.xml |
| | Robots.txt | | domain.com/robots.txt |
| | Canonical | | Use SEO Detailed Extension manually check each targeted page |
| | Check Localization/hreflang tags | | https://hreflangchecker.com/ |
| | GTMetrix Test | | https://gtmetrix.com/ |
| | Google PageSpeed Mobile Score | | https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect |
| | URL Structure | | Perform a Manual Check on the Website |
| | Favicon | | Manual Check on the Page tab |
| | SSL Certificate | | Check if the website has a padlock icon beside their domain name in the URL tab. |
| | Schema Markup | | https://search.google.com/test/rich-results : check for homepage [local business] |
| | Backlinks | | Check for the number of backlinks: use SE Ranking Backlink Checker |
| | Broken Links (404 pages) | | Check for broken links: SE Ranking Website Audit |
| | Image size compression | | Ensure that the image sizes on the website has been compressed to the most minimal file size possible without compromising on image quality |
| | | | |
| 2 | **Goal Tracking in GTM** | | **Create a gmail account with your company name** |
| | Enquiry Form (Thank You Page) | | Setup Enquiry Form tracking in Google Tag Manager |
| | WhatsApp Button Tracking | | Setup Whatsapp Button tracking in Google Tag Manager |
| | | | |
| 3 | **Google Search Console** | | |
| | Pages Indexed on GSC | | Check if the webpages are indexed in GSC |
| | Sitemap Submission on GSC | | Submit the sitemap to GSC |
| | | | |
| | | | |
| **On-Page Optimization** | | | |
| 1 | **Content Audit** | | |
| | Meta Tags | | Meta Title: ~65 characters<br>Meta Description: ~135-175 characters<br>Check if the keywords are inserted in the Meta Title and Description |
| | Duplicate Content | | Use: https://www.copyscape.com/ |
| | Headings | | Manual check keywords in the headings |
| | Internal Linking | | Manual check linking within the website with related keywords to the relevant pages<br>At least 3 internal linking per page |
| | Word Count | | minimum 200-300 words Commercial Pages / > 500 words for Informational Page |
| | LSI Keywords | | Secondary keywords which are related to the main targeted keyword |
| | SEM Keywords | | Check SEM keywords to see if there are any high converting keywords from Google Ad campaigns. |
| | | | |
| 2 | **On-Page Enhancement** | | |
| | Alt Text | | Renaming the images with the keywords or adding the tag to describe what image is it on the page<br>*At least 1 image per targeted page* |

| NO. | ITEMS | STATUS | DESCRIPTION |
|---|---|---|---|
| | Whatsapp/Messenger Floating Button | | Manual Check on the website page itself |
| | CTA Buttons | | CTA buttons like "Book Now", "Enquire More", "Contact Us" |
| | Website Header | | Check whether all of their main products/services category are in the Menu |
| | Website Footer | | Check for Address, Contact, Social Links & Menu Bar |
| | Build Tools on the Website | | e.g. Calculators, Quizzes, etc. |
| | | | |
| | | | |
| **Off-Page Optimization** | | | |
| 1 | Optimize Google Business Profile (GBP) | | Insert products/services pictures into GBP. Use targeted keywords when writing the partner's GBP's company description, product description, etc |
| 2 | Local Citation | | Register the website on local citations like Yelp, Foursquare, Crunchbase, Yellow Pages, etc. |
| 3 | Media Outreach | | Reach out to media companies to get feature on their blog pages |
| 4 | [Suggestion to Test]: Medium.com | | Use an AI writer (ChatGPT) to publish articles on Medium.com and internal link it to the targeted webpages |
| 5 | Repurpose Content & Build Backlinks (No-Follow) | | Build the links on Quora, Facebook Groups, Reddit, Pinterest, LinkedIn Groups & Youtube |