

# What's your Search Engine Strategy?

How do people find you in Google?

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*K = a keyword phrase someone would search in Google to find your website.*

1. Our website should be coming up in the Google search engine when you search      $K^1$     ,      $K^2$     , and      $K^3$     .

2. Do you have specific pages on your website dedicated to      $K^1$     ,      $K^2$     , and      $K^3$     ?

3. Are those specific pages dedicated to keywords optimized properly? (appropriate title tag, H1 tag, URL, meta tags, meta description)

4. What's your keyword strategy? How do you prevent keyword over-optimization?

5. Do you write regularly on your blog about      $K^1$     ,      $K^2$     , and      $K^3$     ?

6. When you look at what 'tags' you use on your blog, are      $K^1$     ,      $K^2$     , and      $K^3$      used in a lot of blog posts?

7. What websites are linking back to your website?

8. What website domains are linking to your competitors' websites?

9. What does your website come up for in Google search?

10. How much organic search engine traffic does your website get?

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11. What percentage of your organic search is for non-branded keywords?

12. Do you have an even distribution of traffic from referral, direct, and search engines?

13. What is your most profitable traffic? Why?

14. What are your five most visited pages? Do you know why they are your most visited pages?

15. What are your five pages with the highest exit rate or bounce rate? Visit those pages and ask yourself why are people leaving so readily.

16. How will you measure an increase in your rankings on the Google search engine results page?

17. How do you use Google analytics to make better strategic decisions?

18. Do you actively seek feedback on the user experience of your website? Just trusting that "the boss likes it" is a major mistake.

19. Do you know if it's easy for search engines to crawl your website? (Excessive crawl errors negatively affect your rankings)

20. Do you have any idea how much traffic you could be acquiring in the next 5-10 years being one of the top results in Google?

21. Do you have a website strategy? Including measurable goals?

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