

# MAGENTO GO // SEO CHECKLIST

## 1. Choose your Keywords

- Is this a keyword that people use for my product?
- Are a decent amount of people searching for my keyword?
- Can I rank for this keyword?
- Is this the kind of keyword I want to rank for?

## 2. Optimize your content

- Site is not blocked by robots.txt file
- Content
  - Title tags are unique on every page
  - Page is optimized with appropriate keyword usage in
    - Alt tags
    - Title tags (70-80 characters)
    - Content (3-7% keyword density)
    - Headers (H1, H2, H3)
    - Bold/strong
    - Anchor text (text links)
    - URL (www.mydomain.com/category-keyword/product-keyword)
- Meta Description's are unique and include keywords and a call-to-action



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## 3. Get indexed

- Create sitemap
- Set up a Google webmaster account
- Review to make sure site is in index

## 4. Attract links

- Email bloggers
- Product reviews on blogs
- Submit website to appropriate category on web directories
- Guest blogging - write for someone else's blog
- Write to webmaster
- Create "link bait"
  - Top 10
  - How to
  - Best products for a season
- When they link back they use appropriate anchor text

If you have questions or need help with your commerce website's SEO, please contact us at:  
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