



SEARCH ENGINE OPTIMIZATION

# SEO Introduction & Self Evaluation

ideaLEVER

# SEO Introduction

You may have heard the term “content is king” in relation to SEO, and this is true, but modern search engines look beyond the content and keywords contained in it. After all, anyone can write content full of keywords, but does Google deem it good enough? Will they show it to people who may be searching the wrong words or terms, but with the intent of finding your offerings? Will they give me a penalty because I overused my keywords? These are just some of the items that need to be addressed on your website in 2016.

Everything you do on the Internet that involves your businesses website can potentially affect your search engine results page (SERP) ranking in some way. However for the purpose of this self-evaluation we will only focus on modern SEO initiatives involving your website’s content, or Google apps and tools, and leave social media and paid advertising.

Please note, although we may refer to Google throughout this, the same consideration will be taken for BING and Yahoo search.



# Self-Evaluation

1. Have you employed an SEO or web marketing company before? Or has yourself or an employee done SEO work on your website? If yes, what year was the work last done in?

2. For outside help, how long did you employ their services?

One time  Monthly  Other

3. Please check any of the following services that you think were provided:

- Reciprocal link building
- Directory submission
- Keyword discovery
- Website keyword placement
- Search engine meta tags
- Content strategy
- Content creation
- Other:
- Don't know, they said they optimized our site for SEO!
- Training. Please describe :



**4. Do you currently have goals laid out for your website? If not, take a few minutes and think about what you think your top three goals to should be.**

*There's no wrong answer, this is what you would like to get out of your website, and they don't necessarily have to be the same as your overall business goals.*

1.

2.

3.

**5. Now think of 5 words or short phrases (5 words or less) that best describe your online business activities and list them here.**

*Don't include your business name in these. Common nouns don't make good keywords, so try to be a bit more specific. Ex. "designer shoes for men" instead of "shoes" or "online shoe sales". These are what's referred to as long-tail keywords. Try to order them from most important being #1, second most #2, and so on.*

1.

2.

3.

4.

5.



6. Now take a look on your homepage. Do your keyphrases (or variations of them) appear in the:

Page	BROWSER TITLE BAR?	WEBSITE URL?	TOP HEADER?	OTHER ON-PAGE TEXT?
Home	Yes/No			

7. Now do the same thing, but pick internal pages that best relates to #2-5. Now take a look on your homepage. Do your keyphrases (or variations of them) appear in the:

Page	BROWSER TITLE BAR?	WEBSITE URL?	TOP HEADER?	OTHER ON-PAGE TEXT?
#1	Yes/No			
#2				
#3				
#4				
#5				

8. Now just to shake things up a little, go back and review everything you answered 'Yes' for above. For each page is the title bar, URL and page header the same sentence(s)? Or do they contain the same words? If so there's a good chance you're not actually helping your SEO. In fact, on rare occasions you could be hurting it.

9. Now take your #1 keyword from above, and search this term on Google .

▶ Your search term:



**10. Where did your website first appeared in the search results?**

*If it was on the first page provide the position (1-8). If it's on a subsequent page give the page number. Circle your response. If you don't see your website listed after 4 pages you can stop there.*

- Position / Page
- Not Found

**11. If the first listing is not your homepage, provide url or page name,****12. If you're a strictly a local business include your location with this phrase, eg. "Kamloops pet grooming". Otherwise skip this, and proceed to #7.**

- Position / Page
- Not Found

**13. If the first listing is not your homepage, provide url or page name,**

▶

**14. Now search your exact business name as you normally use it (without Ltd., Inc., etc.),**

- Position / Page
- Not Found

**15. Do you regularly update your website?**

- Yes
- No



**16. If yes, how often is it updated?**

- |                                  |                                    |                                   |
|----------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Daily   | <input type="checkbox"/> 1/week    | <input type="checkbox"/> 2-6/year |
| <input type="checkbox"/> 2+/week | <input type="checkbox"/> 1-3/month | <input type="checkbox"/> 1/year   |

**17. Do you maintain a blog on your site?**

- |                              |                             |                                  |
|------------------------------|-----------------------------|----------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> A what? |
|------------------------------|-----------------------------|----------------------------------|

**18. If yes, how often do you post?**

- |                                  |                                   |                                    |                                 |
|----------------------------------|-----------------------------------|------------------------------------|---------------------------------|
| <input type="checkbox"/> Daily   | <input type="checkbox"/> 1/week   | <input type="checkbox"/> 1-3/month | <input type="checkbox"/> 1/year |
| <input type="checkbox"/> 2+/week | <input type="checkbox"/> 2-6/year |                                    |                                 |

**19. If you use categories for your blog posts, write down the top 5 below (it's okay if it's less).**

*If you don't use categories, try to think of the top 5 topics your posts are written about. These could be "sales", "events", "industry news", or "local happenings" as examples.*

1.
2.
3.
4.
5.

**20. Do you have a Google Analytics account running on your site?**

- Yes  No  Don't Know

*If yes, fill in below to the best of your ability.*

**21. How often do you check it?**

- Daily  2+/month  1-6/year  
 2+/week  1/month  Never

**22. What is your main traffic source?**

*Give the percentage for each if applicable.*

- Referral   Direct   Paid Search   
 Organic Search   Social   Other

**23. What was the number of sessions (users) on your site in the past month?****24. Google Analytics can provide data far beyond basic traffic numbers to your website. For those who use Google Analytics, are you interested in learning more on how to use it?**

- Yes  
 No, I prefer to receive report summaries





## How did you do?

We didn't provide a scoring system on purpose, as now you're likely feeling confident in your SEO and online marketing, or you're feeling very unsure about things.

If you're feeling unsure, then it sounds like it's time to contact our team for an audit of your website. We also have many plans available for SEO and online marketing, and we will work directly with you to implement the best option, or develop a custom plan that best fits your online marketing needs and budget.

