

Alaska Digital Marketing Agency's SEO Fulfillment Optimization Checklist

1.Keyword Research

- **What to Check:** Ensure the target page has been optimized with primary and secondary keywords.
- **Why:** Keywords are the foundation of SEO, ensuring relevance and search visibility.
- **AI Prompt:**

“Analyze the content for '[Page URL]' and provide a list of primary and secondary keywords relevant to '[Industry/Topic].’”

2.Title Tags

- **What to Check:** Verify the title tag includes the primary keyword and is under 60characters.
- **Why:** Title tags are crucial for ranking and click-through rates (CTR).
- **AI Prompt:**

“Check the title tag for '[Page URL]'. Ensure it includes '[Primary Keyword]' and is within 60 characters.”

3.Meta Descriptions

- **What to Check:** Confirm the meta description is compelling, under 160 characters, and includes the primary keyword.
- **Why:** Improves CTR and provides context to users in search results.
- **AI Prompt:**

“Write a compelling meta description for '[Page URL]' using '[Primary Keyword]'. Keep it under 160 characters.”

4.Header Tags (H1-H6)

- **What to Check:** Ensure headers are structured hierarchically and include keywords where appropriate.
- **Why:** Improves readability and keyword relevance.

- **AI Prompt:**

“Review the header structure for '[Page URL]'. Suggest improvements for readability and keyword inclusion.”

5.Alt Text

- **What to Check:** Confirm all images have descriptive alt text with relevant keywords.
- **Why:** Improves accessibility and helps with image search rankings.
- **AI Prompt:**

“Analyze all images on '[Page URL]'. Provide or optimize alt text descriptions.”

6.Internal Linking

- **What to Check:** Verify the page links to 2-3 relevant internal pages.
- **Why:** Distributes link equity and improves site navigation.
- **AI Prompt:**

“Suggest internal linking opportunities for '[Page URL]' based on related content.”

7.External Linking

- **What to Check:** Ensure the page links to credible external sources.
- **Why:** Builds trust and supports the page’s authority.
- **AI Prompt:**

“Analyze '[Page URL]' and recommend 2-3 authoritative external links for citation.”

8. Mobile Responsiveness

- **What to Check:** Confirm the page is mobile-friendly and displays correctly across devices.
- **Why:** Mobile usability is a ranking factor and affects user experience.
- **AI Prompt:**

“Check the mobile responsiveness of '[Page URL]'. Suggest fixes for any issues.”

9. Page Speed

- **What to Check:** Optimize for a loading time under 2 seconds.
- **Why:** Page speed directly impacts user experience and rankings.
- **AI Prompt:**

“Analyze the loading time for '[Page URL]' and recommend improvements to reduce it below 2 seconds.”

10. Image Optimization

- **What to Check:** Ensure images are compressed and in modern formats like WebP.
- **Why:** Optimized images improve page speed and user experience.
- **AI Prompt:**

“Review images on '[Page URL]'. Recommend compression and format changes to improve performance.”

11. Schema Markup

- **What to Check:** Implement structured data for reviews, FAQs, or products.
- **Why:** Enhances SERP visibility with rich snippets.
- **AI Prompt:**

“Create or validate structured data markup for '[Page URL]' using '[Schema Type]'.”

12. XML Sitemap

- **What to Check:** Verify the XML sitemap is updated and submitted to Google Search Console.
- **Why:** Helps search engines index pages efficiently.
- **AI Prompt:**

“Analyze the XML sitemap for '[Website URL]'. Ensure all critical pages are included.”

13. Robots.txt

- **What to Check:** Confirm no critical pages are blocked and robots.txt is correctly configured.
- **Why:** Prevents indexing issues and controls crawler behavior.

- AI Prompt:

“Review the robots.txt file for '[Website URL]' and suggest improvements.”

14. Broken Links

- **What to Check:** Identify and fix broken internal and external links.
- **Why:** Broken links hurt user experience and rankings.
- AI Prompt:

“Scan '[Page URL]' for broken links. Provide a list of links to fix.”

15. Duplicate Content

- **What to Check:** Check for duplicate content within the site or externally.
- **Why:** Duplicate content can harm rankings.
- AI Prompt:

“Analyze the content for '[Page URL]' to detect duplicate content issues.”

16. HTTPS Implementation

- **What to Check:** Verify the site is secure and free of mixed-content warnings.
- **Why:** HTTPS is a ranking factor and builds trust.
- AI Prompt:

“Check if '[Website URL]' has HTTPS and identify any mixed-content issues.”

17. Canonical Tags

- **What to Check:** Ensure canonical tags are used to avoid duplicate content.
- **Why:** Prevents dilution of ranking signals.
- AI Prompt:

“Review canonical tags for '[Page URL]' to ensure proper implementation.”

18. Content Uniqueness

- **What to Check:** Confirm the content is 100% unique.

- **Why:** Duplicate content impacts SEO negatively.
- AI Prompt:

“Check '[Content]' for uniqueness and highlight any duplicates.”

19. User Engagement Metrics

- **What to Check:** Add engaging elements like CTAs, images, or videos.
- **Why:** Improves dwell time and user interaction.
- AI Prompt:

“Suggest interactive elements to improve user engagement on '[Page URL].’”

20. Structured Navigation

- **What to Check:** Confirm user-friendly menus and breadcrumbs.
- **Why:** Improves crawlability and user experience.
- AI Prompt:

“Analyze the navigation structure for '[Website URL]' and suggest usability improvements.”

21. Social Sharing Integration

- **What to Check:** Verify functional social sharing buttons.
- **Why:** Boosts content sharing and social signals.
- AI Prompt:

“Review social sharing features on '[Page URL].’ Suggest improvements.”

22. Local SEO

- **What to Check:** Optimize Google My Business (GMB) and local keywords.
- **Why:** Essential for local search visibility.
- AI Prompt:

“Optimize GMB listing and NAP consistency for '[Business Name]'. Suggest local keywords for '[Location]'.”

23. Blog Interlinking

- **What to Check:** Ensure each post links to 2-3 related articles.
- **Why:** Boosts topical authority and keeps users engaged.
- **AI Prompt:**

“Suggest interlinking opportunities for '[Blog URL]' based on related topics.”

24. Competitor Benchmarking

- **What to Check:** Analyze strategies of top-ranking competitors.
- **Why:** Identifies gaps and opportunities.
- **AI Prompt:**

“Compare '[Page URL]' to competitors for '[Keyword]' and recommend actionable improvements.”

25. Core Web Vitals

- **What to Check:** Assess LCP, FID, and CLS metrics.
- **Why:** Critical for user experience and SEO.
- **AI Prompt:**

“Analyze Core Web Vitals for '[Page URL]' and suggest optimizations.”

26. Analytics and Tracking

- **What to Check:** Confirm proper setup of Google Analytics and Search Console.
- **Why:** Ensures performance tracking and issue identification.
- **AI Prompt:**

“Verify tracking for '[Website URL]' in Google Analytics and Search Console.”

27. Ongoing Monitoring

- **What to Check:** Schedule periodic audits for rankings and technical issues.
- **Why:** SEO requires consistent monitoring and updates.
- **AI Prompt:**

“Create a monthly SEO audit checklist for '[Website URL]' focusing on rankings, backlinks, and technical issues.”

Super AI Prompt for SEO Audit & Optimization

Objective: This super prompt will evaluate a webpage based on all 27 SEO checkpoints, delivering a detailed audit and optimization recommendations based on the provided information.

User Input:

1. **Page URL:** *Enter the URL of the page you want to optimize.*
2. **Primary Keyword(s):** *Enter the primary keyword(s) you are targeting for this page. Separate with commas for multiple keywords.*
3. **Title Tag Length (Preferred):** *Enter the ideal character length for the page title tag (e.g., 50-60 characters).*
4. **Meta Description Length (Preferred):** *Enter the ideal character length for the meta description (e.g., 150-160 characters).*
5. **H1 Tag Presence (Yes/No):** *Specify whether you need the presence or absence of a properly optimized H1 tag (e.g., Yes).*
6. **Target Audience:** *Briefly describe the target audience (e.g., trucking companies, CDL drivers, small businesses).*

Super AI Prompt Execution:

Instructions: Based on the input information, please provide an SEO audit and optimization recommendations for the following page according to the 27-point checklist. Optimize and analyze the following aspects with the provided criteria:

- Title Tag Evaluation: **Check** if the title is within the preferred character length (e.g., 50-60 characters).
- **Check** if it includes the primary keyword and is relevant to the page content.
- **Check** if it's unique and not duplicated across the site.
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- Meta Description Evaluation: **Check** if the meta description is within the ideal length (e.g., 150-160 characters).
- **Check** if it includes the primary keyword and effectively describes the page's content.
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Check if it is unique for this page and does not appear elsewhere.

Check if an H1 tag is present.

Check if the H1 tag contains the primary keyword and is descriptive of the page's content.

Check if the primary keyword appears in the first 100 words of content.

Check if additional related keywords are used naturally within the content.

Check if the content is within the optimal word count range for SEO (e.g., 600+ words).

Check if content is valuable, informative, and relevant to the target audience.

Check if all images have descriptive and keyword-optimized alt tags.

Check if the image file sizes are optimized for faster loading speeds (under 100KB).

Check if there are internal links to other relevant pages on the website.

Check if anchor text is keyword optimized.

Check if there are relevant outbound links to authoritative external sources.

Check if these links are working properly.

Check if the page load speed is under 3 seconds.

Check if the page is mobile-friendly and has a responsive design.

- 1 H1 Tag Optimization:
- 2 Keyword Placement in the First 100 Words:
- 3 Page Content Length:
- 4 Image Optimization:
- 5 Internal Linking Structure:
- 6 External Linking Structure:
- 7 Page Load Speed:
- 8 URL Structure:
- 9 **Check** if the URL is short, clean, and includes the primary keyword.
- 10 **Check** if it uses hyphens between words (e.g., /truck-driver-recruitment).
- 11 Mobile Optimization:

- 12 **Check** if the page is mobile-friendly and passes Google’s mobile usability test.
- 13 Canonical Tag Usage:
- 14 **Check** if the canonical tag is correctly implemented to avoid duplicate content issues.
- 15 Schema Markup (Structured Data):
- 16 **Check** if the page has schema markup implemented, specifically for articles, products, or reviews, if applicable.
- 17 **Check** if the schema is correctly formatted and provides relevant information.
- 18 Backlink Quality:

- **Check** if the page has backlinks from authoritative, relevant domains.
- **Check** if the backlinks are natural and not from spammy sources.
- Social Sharing Integration:
- **Check** if social sharing buttons are integrated and visible on the page.
- **Check** if social proof (e.g., likes, shares) is present and relevant.
- User Experience (UX):
- **Check** if the page is visually appealing, easy to navigate, and user-friendly.
- **Check** if calls to action (CTAs) are clear and encourage engagement.
- Heading Tags Structure (H2, H3, etc.):
- **Check** if the page uses proper heading tags (H2, H3, etc.) to organize content.
- **Check** if headings are relevant and contain secondary keywords.
- Content Readability:
- **Check** if the content is readable and accessible to the target audience.
- **Check** if the text is well-structured with paragraphs, bullet points, and short sentences.
- Keyword Density:
- **Check** if the primary keyword is used at a natural density (1-2%).
- **Check** if related keywords and synonyms are used appropriately.
- **SEO-Friendly Navigation:**
- **Check** if the website has clear, structured navigation.

- **Check** if users can easily find the page through the website's menu or other internal links.
 - SEO Audit for Errors:
 - **Check** if there are any broken links, 404 errors, or redirect issues on the page.
 - Content Freshness:
 - **Check** if the content is up to date and includes the latest information.
 - **Check** if the page is updated regularly to reflect changes in the industry.
 - Keyword Cannibalization:
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- **Check** if this page is competing with other pages on the website for the same primary keyword.
 - Competitor Analysis:
 - **Check** if the content is superior to the competitors' pages ranking for the same keyword.
 - **Check** if the page provides more valuable or comprehensive content than competitors.
 - Security (HTTPS):
 - **Check** if the page is secured with HTTPS encryption.
 - **Check** if there are any mixed content issues.
 - Page Interactivity:
 - **Check** if the page includes interactive elements (e.g., forms, surveys, buttons) that encourage user interaction.
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- SEO Reporting & Tracking Setup:
 - **Check** if proper tracking tools (Google Analytics, Google Search Console) are set up for the page.
 - **Check** if conversion goals are set up and measurable.