# Phase 1 - Search Engine Optimization

* ~~Verify Title Tags and META Descriptions are being picked up by Google~~
* ~~Verify the site is being indexed through the robots.txt and Google Site Search~~
* Verified there are no duplicates of the site (Website Health) – Not sure what this is referring to.
* ~~Verify the dev site is not being indexed~~
* ~~Get verified on Google Search Console~~
* ~~Get verified on Bing Webmaster Tools~~
* ~~Create XML Sitemap~~
* ~~Verify XML Sitemap is submitted to Google Search Console~~
* ~~Verify XML Sitemap is submitted to Bing Webmaster Tools~~
* ~~Check links on website~~
* ~~Check URL structures~~
* Check keyword density – Can’t do this. There are no keywords specified in any of the copy docs.
* Ensure keywords appear in first 100 words of copy – Can’t do this. There are no keywords specified in any of the copy docs.
* Ensure Googlebot is crawling page properly – I’m not sure how to do this other than check in Search Console or search Google for site:singingriverhealthrehab.com.
* Verify a good version of WordPress is being used
* ~~Verify Universal Analytics to support display advertising is on~~
* Connect Search Console with Google Analytics in Property Settings > “Adjust Search Console” – Added by Eddie
* Verify Google Analytics and proper filters to be set up – I’d like to ask Stevo what “proper filters” means.
* ~~Update plugins~~
* Add additional plugins for maximum SEO visibility – Need to clarify with Stevo what this is
* ~~Examine 404s and 301 redirects~~
* Create robots.txt file – We don’t need to do this, it’s done by Yoast.
* Upload robots.txt file to GSC – We can remove this.
* ~~Confirm Sample post is deleted~~
* Confirm Hello Word is deleted – We can remove this.
* Confirm Sample Page is deleted – We can remove this.
* Confirm Hello Dolly plugin is deleted – We can remove this.
* ~~Confirm bulky plugins are deactivated and deleted~~
* ~~Check for broken links~~
* Review content – Not sure what this means.
* Add locality to title tags, meta descriptions – This should be done by writers.
* Check footprints – Not sure what this means.
* Review hosting information – Not sure what this means, probably can delete it.
* Review canonicalization – Need clarification from Stevo how to do this.
* Review registrar information – We can probably delete this.
* ~~Review copyscape and potential copied content~~
* ~~Redo META descriptions if needed~~
* ~~Redo Title Text if needed~~
* Review page speed – Probably can delete this unless the site is inherited/not built by us.
* Continue on-page optimization – Not sure what this means.

# Phase 2 - Search Engine Optimization

* Blog Post (1 Monthly)
* Backlink Process (On-Going Monthly Process)
* Identify indexed web pages, 301 redirect 404s
* Local Search Engine Optimization campaign
  + Submit to local directories
  + Update existing directories
  + Monitor directories and make sure each are consistent1