

Introduction. Your website structure is an important aspect of successful SEO. In a nutshell, orient your website around your target keyword families and be sure to sign up for Google's free tools. Use this worksheet to define your **website organization**, and check off the free opportunities you need to set up vis-a-vis Google.

Landing Page Keywords. SEO success comes from FOCUS. You must FOCUS your website on specific high value keywords. Five is a good number. List five target keyword families (product or service groups) that link your Business Value Proposition to actual customer search queries.

List five PRIORITY keyword groups and their corresponding landing pages:

Keyword Group #1: _____

Yes / No – a “landing page” exists. URL: _____

Keyword Group #2: _____

Yes / No – a “landing page” exists. URL: _____

Keyword Group #3: _____

Yes / No – a “landing page” exists. URL: _____

Keyword Group #4: _____

Yes / No – a “landing page” exists. URL: _____

Keyword Group #5: _____

Yes / No – a “landing page” exists. URL: _____

Home Page. Make sure that EACH landing page has a ONE CLICK link FROM the home page TO to the landing page.

Yes / No – we have “one click” links FROM our home page TO our landing pages.

In addition, make sure that your home page has some VISIBLE keyword-heavy content that relates to your priority keywords.

Yes / No – we have visible, keyword-heavy content on our home page.

Directory Structure. Your URL directories should reflect the keywords above - using English names, that are keyword heavy -

Yes / No, we use keywords in our directory / URL structure.

Yes / No, we use crazy characters / parameters (?, %, sessid) in our URL's.

If yes, critical task is to revise to “pseudo static” URLs!

Yes / No, we name our files / images, etc, after our keywords.

Yes / No, we have “one click” links from the home page and site navigation to our target landing pages.

Google Friendly Files. Your website should be Google friendly.

Yes / No, we have a robots.txt file in the "root" directory (example:

<https://www.jasonmcdonald.org/robots.txt>.)

Yes / No, we have an XML sitemap (example:

<https://www.jasonmcdonald.org/sitemap.xml>).

Yes / No, we have told Google about our XML sitemap via Webmaster tools.

Google Friendly Participation. Google wants you to reach out and touch it! Are you participating in the free opportunities from Google?

- Yes / No, we have set up and validated our Google Webmaster Tools (“Search Console”) account. **Extra credit:** set up Bing Webmaster Tools
- Yes / No, we have set up, validated, and installed Google Analytics (including the Google Analytics tracking code on each and every page of the website).

Freshness Elements.

- Yes / No, we have a specific NEWS section gateway with SEO-optimized individual news releases.
- Yes / No, we have a specific BLOG section gateway with SEO-optimized individual blog posts.

Keyword Footer. A short keyword footer is a useful add-on to any website. DO NOT OVER DO THIS. However, write a short (< 1000 characters), keyword heavy paragraph and place it at the bottom of your website. Link FROM The keyword footer TO your main target pages. Include your social links, especially Google+ and Twitter, and if you are a local company, your physical address. To see an example, visit <https://www.jasonmcdonald.org/> and scroll to the very bottom.

Write Your Keyword Footer:

- Yes / No – Keyword Footer has been placed in the footer, visible on ALL pages of the website.
- Yes / No- Keyword Footer links UP to the target landing pages.