

# 2020 Google Website Optimization Checklist



## ❑ Register Your Site with Google's Search Console

Why do this? Your site needs to be listed on Google's search results. Manually submitting your site to Google accelerates your site on Google's listing. Want to check to see if your site is listed on Google? Type in your search bar "Site:sitename.com".  
<https://search.google.com/search-console/welcome>

## ❑ Submit a Sitemap

What is a sitemap? A directory or guide that holds information about the page on a website. Google will search the sitemap to identify all content on the page in order to place the site under the correct headings.  
<https://support.google.com/webmasters/answer/183668#addsitemap>

## ❑ Have a Call to Action on Your Site

A statement designed to get an immediate response from the person reading or hearing it.

## ❑ Make Sure Your Business is on Google Maps

Make sure to claim your business on Google Maps. If you have already claimed it, make sure that all the listing information is correct.  
<https://www.google.com/business/>

## ❑ Have a Contact Form on One Page and Test It

- Place an auto responder on your contact form.
- Have an anti-spam on all forms to stop spam emails.

## ❑ Contact Information Easily Visible On All Pages

Make it easy for the viewer to contact you no matter what page they are on.

## ❑ Website Loads Fast

Google places the speed of your site as extremely important. If your site takes too long to load, Google penalizes you. All graphics on your site should be 1 MB or less. They want people to be able to find answers to their questions as fast as possible. The link below tells you how fast your site loads.

<https://developers.google.com/speed/pagespeed/insights/>

## Photo Quality On The Site is Good

Low quality (fuzzy) images make your company look fly-by-night. Using crisp and clean images gives a professional image. Plus, for legal purposes, make sure all photos used on the site are licensed properly and not copyrighted.

## Check for Mobile-Friendliness

We are all aware of how mobile phones have changed how we live. They have also changed how we browse the internet. More than 50% of internet viewers do so with phones. Is your site mobile ready?

<https://search.google.com/test/mobile-friendly>

## Is Your Site Compatible With All Browsers?

Each browser can show elements on your site differently. Does your site work on all browsers?

<http://browsershots.org/> or <https://www.powermapper.com/products/sortsite/checks/browser-compatibility/>

## Test All Social Media Links

Make sure all your links to social media pages work.

## Secure Your Site With An SSL

An SSL is used to keep sensitive information sent across the Internet encrypted. Keep your site safe by having an SSL installed on your site. You can tell your site has an SSL by looking at your browser bar and see https:// before your domain name.

## Is Your Site Being Backed Up?

Anything can happen to the files on your site. Make sure your site is backed up. Monitor your site for hacking and remove hacked content as soon as possible.

## All Content Is Original

All content on your site must be original. Of course we know about copyright laws, but if two sites have similar content, Google penalizes you.

## WANT HELP WITH ANY THESE STEPS?

Contact us today to have us help you:

(608) 669-4677

[amy@waterforntgraphic.com](mailto:amy@waterforntgraphic.com)

<https://www.waterfrontgraphic.com/contact.html>

## LOOKING TO START A BRAND NEW SITE?

Check out our website creation form to help you get your creative juices flowing.

<https://www.waterfrontgraphic.com/WebsiteQuestions.html>

waterfront  
graphic design

“Amy at Waterfront Graphic Design has made me more visible online in the past three months, than the national firm I was working with in the past three years. I paid more than double to the national firm and they didn’t accomplish the SEO results that Amy has done for our agency in just a few weeks. Amy is constantly watching my agency’s back and it is so easy working with her.”

— Lise Meyer Kobussen, Meyer Insurance Agency

“I think things are going GREAT with the new website! People are looking, finding it, and the wording is what is directing them to us. The referrals are exactly what we want coming to the clinic. Normally they go everywhere else before finding us – but they are finding Healing Hearts quicker. Thank you!”

— Pat Ann, Healing Hearts Family Counseling Center

## ABOUT AMY



Amy Pierquet is the driving force behind Waterfront Graphic Design. For over 25 years, her endless flow of creativity has helped build and maintain a loyal client base. With a fun-loving spirit and fresh perspective, she understands the importance of client collaboration. Whether the project is in its beginning stages or has a solid base, she helps define a clear objective and find that competitive edge. Her unique artistic view, expert personal service, and swift support make the Waterfront Graphic Design process both easy and exciting.