



SEO / Search Engine Marketing /
Display Advertising / Facebook
Advertising / Content Marketing /
SEO Checklist / Online Reputation
Management



Marccx Media

SEO Checklist

Marccx Media SEO Checklist

Group	Signal	Importance	Rating (#/10)	A.I + Owner
Global signals	Domain name	Medium		
	Domain authority	High		
	Domain Trust Flow	High		
Technical signals	Page load speed	High		
	URL schema	Low		
	Code compliance	High		
	Accessibility	High		
	Redirects	Medium		
	Crawl errors	High		
	Secure pages	Low		
	Duplicate content	High		
	XML sitemap	Medium		
On-site signals	Page title	High		
	Meta description	High		
	Heading tags	Medium		
	Body copy of webpage	High		
	Footer links	Low		
	Schema Mark-up	Medium		
	Traffic metrics	High		
Content signals	Fresh content	High		
	Unique content	High		
	Content quality and variety	High		
	Localized content	Medium		
	Content stuffing	High		
	HTML sitemap	Low		
Off-site signals	Volume of links	Medium		
	Number of linking domains	High		
	Quality of linking domains	High		
	Link anchor text	Medium		
	Clicks and visitor engagement	High		
Social signals	Social presence	High		
	Content sharing and social bookmarking	High		
	Reputation	High		

Group	Signal	Importance	Rating (#/10)	A.I + Owner
Negative signals	Over-optimized content	Medium		
	Duplicate content	High		
	Links from low quality domains	High		
	Link spam / paid-for links	High		
	Keyword stuffing	High		
	Keyword dilution	Medium		
	No visible text	High		
	Poor spelling and grammar	Medium		
	Offensive language	High		
	No index tag	High		
	'nofollow' link attribute	High		
	Excessive use of JavaScript	Medium		