Have you determined pillar pages for your site?

What to look for: A clean landing page with a clear purpose. Easy navigation and links to and from a group of pages with related content.

Why you need it: Pillar pages are the cornerstone of good website framework; moreover, a content cluster is highly prioritized by Google's search algorithm. The existence of an informative and useful content cluster will also draw more users, drive engagement, and invite backlinking from high-quality sources.

Do you have a comprehensive keyword map?

What to look for: A list of words commonly used to describe your business and the problems you solve. A document dividing them into inter-related groupings.

Why you need it: It will be a source of topics for content, ad generation, and the keywords that will go into your website metadata. As web crawlers and algorithms index your site, they will look for the common terms used in searches. Tip: integrate the keywords into content, such as articles, blogs, or metadata and alt-text of images and videos.

Are current links to your site landing on the correct page?

What to look for: Inbound links that you are aware of should land on a live page, thus preventing a 404 or other error from occurring. Check outgoing links as well and redirect URLs if needed.

Why you need it: It's obvious from a user's perspective how frustrating it is to click a link and wind up on a dead page, but search algorithms will recognize a broken link and assign a negative weight to that value when tallying your site's ranking.

Did you update your website content?

What to look for: Updated content. Check older blog posts, articles, product/service descriptions, and special offers for out-of-date information.

Why you need it: Search algorithms can recognize certain information that is contradictory or false, but the more recently a page was updated or created, the higher the priority given to it by search algorithms. Also, up-to-date information will increase user engagement numbers and time.

Does your promotion support your website?

What to look for: Ads and other promotions that you run use terms and words that match keywords from your website. They should point to your pillar pages and be replaced as you refine and update your site, change your goals, and/or reach and surpass benchmarks.

Why you need it: Paid search ads will have more weight against competing ads when linked to pages with high ranking scores with search algorithm metrics. They will ultimately win more desirable ad spaces at a lower cost and increasing ROI.