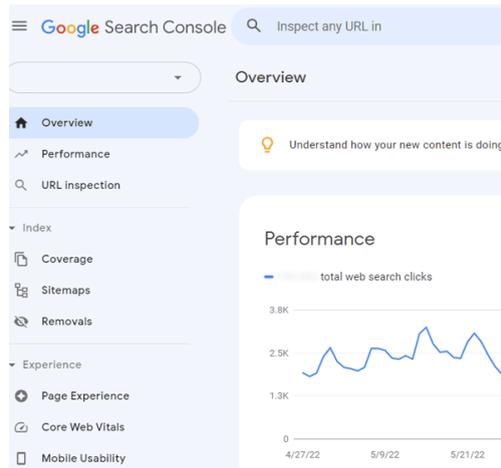


Your Weekly MYMT 20 Minutes SEO Checklist

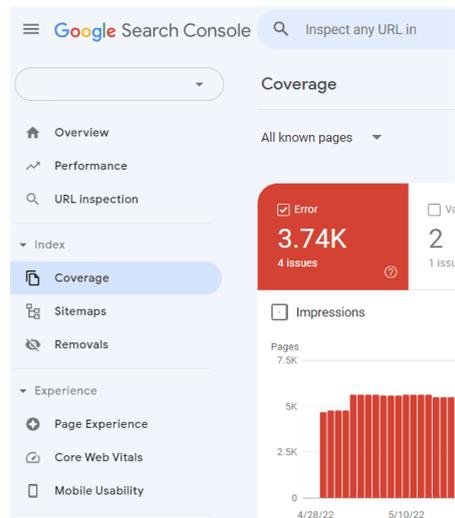
1. Google Search Console Check (Minutes 0-10)



Review:

- First look at the Performance summary, do you see any big dips in traffic that look abnormal? If yes, this can suggest that there is a technical SEO issue that is site wide.
- Next look at the Coverage summary, do you see any big increase in the number of "Pages with errors"? Note that if you haven't previously checked for this, it's important to look into any past errors as well.
- Then check the Enhancement overviews, review the peaks and valleys in AMP, Q&As, Mobile Usability, and more. Is the movement regular or are you seeing irregular spikes and drops? If yes, investigate by drilling down.

Now The Coverage Section:



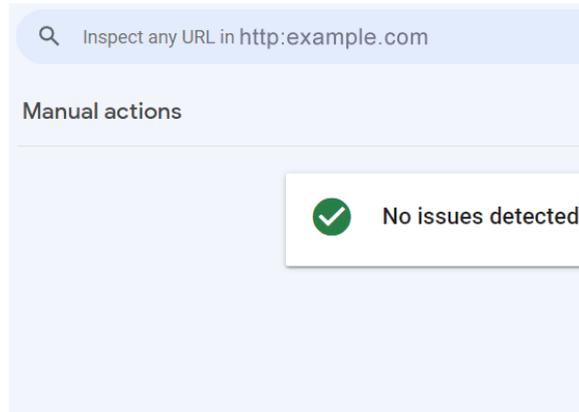
- The most important thing to be aware of here is the default Error view, read through the entire section for Details. In the trend column, read line by line and if anything looks peculiar, do more research and try and diagnose the issue.

Check The Sitemaps Section:

A screenshot of the Google Search Console Sitemaps section. It features a form titled "Add a new sitemap" with a text input field containing "https://www.example.com" and a label "Enter sitemap URL". Below the form is a table titled "Submitted sitemaps" with columns for "Sitemap", "Type", and "Submitted" (with a dropdown arrow).

- Has the site been crawled recently? Review the Last Read column to confirm.
- Next, look at the Status column, are there any highlighted errors? Have these errors changed significantly since the previous week?

Look For Manual Actions:



- You shouldn't hardly ever have any manual actions listed, but if you do, address it right away.

2. Review Robots.txt (Minutes 11-12)

- Ensure the robots.txt file doesn't get changed to "Disallow: /" which can happen in a relaunch of a website or when your development team updates the site. Developers might do this so that the pages aren't crawled while being developed and then will be changed back when the pages are ready to go live on the production website.
- Confirm the below is not on the live website:

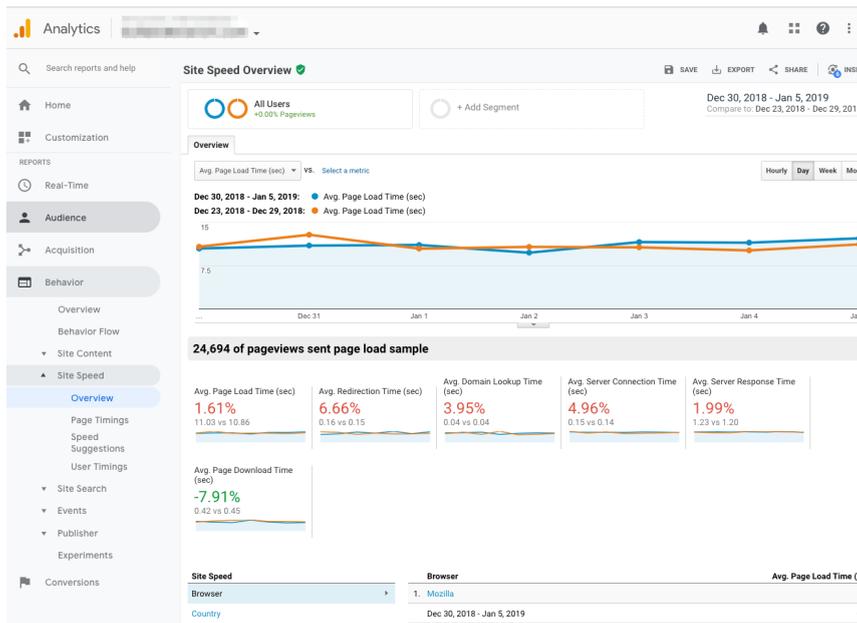
User-agent: *

Disallow: /

- Since all sites have a slightly different configuration week over week, it's important to compare it Every site has a different configuration every week; you'll want to compare it to ensure nothing has changed to an error.

3. Check Page Speed In Google Analytics (Minutes 13-15)

- First, on the left-hand side, Go to *Behavior > Site Speed > Overview*



- Toggle the date range to compare the last week to see if there were any large fluctuations. You're looking for a high-level overview to see if anything has gone awry in the last 7 days.
- We recommend [Lighthouse](#) as a tool for checking page speed.

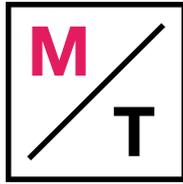
4. Look Over Search Results (Minutes 15-18)

- Search your keywords into the search engine, confirm if the rankings reported are the same as what you see in your SERP.

5. Add Hreflang If You Don't Have It (Minutes 19-20)

- Hreflang is rarely used by websites and SEO's so even if your entire website is in English, we add Hreflang to every page as x-default, en-us and en-ca (Because Make Your Mark Today is a Canadian company)
- Inspect Hreflang by right click > view page source and then search the source code for "Hreflang" to see if it's there on your pages

Pro-tip: ensure that the URL's in your Hreflang match the page that you're on! Or the page that it refers to with alternative languages is correct!



Bonus: Add Schema to your website

Website schema from schema.org is an important element of our SEO standards. Schema is data / code that is behind the scenes that explain a variety of things, like what your business does, if there's FAQ's on a page, or if you wrote a How-to, or what a review page is about.

But schema is a big topic that deserves a lot more attention than we can give in this post. So contact one of our [SEO experts](#) at Make Your Mark Today Inc. to get help with your website!