# :::Images:Logo:the-seo-effect-horizontal-logo-small.png

# The Google Strategy Workbook

# (Put Your Company Name Here)

This Google Strategy Workbook will allow you to identify and keep track of what Google features and strategies are relevant to your online business as you move through the lesson “Organizing The World’s Information – A complete guide to Google – The world’s most popular search engine”. This workbook will also help you organize your team around important tasks and considerations as you move forward.

Type your answer in the box to the right of each question. Remember to keep this document up to date and accessible by appropriate team members for quick reference. This course should help you develop a greater understanding of SEO strategies, organize steps for implementation, and help any new hire get quickly up to speed with how to manage your web strategies.

## Structuring Data For Improved Search Results

Depending on the CMS, plugins or development platform that you are using to build and manage your website, your process for handling the important page level SEO items should be clearly described by answering the following questions:

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| 1. What CMS, plugins or platform do you use to add pages and manage your website?
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| 1. Is the Meta Title tag automatically generated for each page? And, how can you manually set the Meta Title tag?
 | • Meta Title• Page URL• Description• rel=”author” and/or rel=”publisher” |

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| 1. Is the Page URL automatically generated for each page? And, how can you manually set the Page URL?
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| 1. Is the Meta Description tag automatically generated for each page? And, how can you manually set the Meta Description tag?
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| --- | --- |
| 1. Do you have a Google+ Business Page? What is the URL?
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| 1. Do your authors / contributors all have Google+ profile pages and contributor bio pages on your website?
 | • How many locations?• List Name/ID & Address of each. |

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| 1. Have your contributors gone into their Google+ profile page and added your website (their contributor bio page url) in the “contributor to” section of their Google+ profile?
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| 1. Are the Google rel=”author” and rel=”publisher” tags automatically generated for each page? And, how can you manually set them?
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| 1. Are you regularly adding new content to your website? At what frequency? Do you have an editorial calendar?
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| 1. Are you using Schema.org structured data markup on various page elements on your website? If so, list every type of content that you are currently pairing with Schema.org markup.
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| 1. How is Schema.org structured data mark-up controlled on your website?
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| 1. Do you have any video content on your website?
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| 1. Where are your videos being hosted?
 |  |

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| 1. How are videos being embedded into your website? Describe the process for uploading videos, getting the embed code, and how to enter the embed code into the proper place on your site.
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| 1. Are your videos being added to a video sitemap? Describe that process.
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| 1. Are you adding Schema.org markup to images on your webpages? Describe the process.
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| 1. Does your website automatically generate thumbnail images for use in blog rolls, search results and social sharing? Describe the process for including the proper thumbnail image markup to your web pages.
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| 1. Do pages on your website offer ratings or reviews? List the types of pages that do.
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| 1. How are ratings and reviews collected? How are they being added to pages? Describe the process.
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| --- | --- |
| 1. Do pages on your site feature events? If so, what elements are you tagging with Schema.org markup & how does that process work?
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| 1. Do pages on your site feature personal profiles? If so, what elements are you tagging with Schema.org markup & how does that process work?
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| 1. Do pages on your site feature location information? If so, what elements are you tagging with Schema.org markup & how does that process work?
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| 1. Do your webpages offer social sharing buttons? List which ones, the service that you used to implement them & how they can be controlled or customized.
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| 1. Do your webpages feature original and high quality content that is at least 400 words in length, offers an in depth exploration of the subject matter and achieves a 3-5% keyword density for your main target keyword?
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| 1. Have you developed enough links to each of your webpages to compete with the quantity and quality of links pointing to competitor pages that are currently ranking on the first page of Google for your target keywords?
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## Local Business Listing Results

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| 1. Are walk in customers important to your business?
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| 1. How many locations do you have?
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| 1. You must set up and optimize a Google+ Local page for every location. List the Google+ Local Page URL for each location.
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| 1. Have you used Yext.com or Moz.com/local to ensure that you have correct and consistent NAP information and fully optimized profiles for each location?
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| 1. Have you started using ReviewInc.com to drive more reviews to your important business listings? If not, do you have another strategy for getting reviews on your local business listings? Describe:
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| --- | --- |
| 1. What link building have you done to your local business listings? Describe:
 |  |

## Knowledge Graph & Trust Signals

With Knowledge Graph becoming absolutely central to everything that Google does, it is critically important to take advantage of every opportunity to feed your information into how Google is coming to understand the world. While it is known that Google gets a significant portion of their Knowledge Graph information from highly credible websites such as Wikipedia and WolphramAlpha, Google is also absorbing structured data and trust signals to determine the level of importance for every entity within Knowledge Graph.

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| 1. Go to Schema.org, then find and list every type of structured data markup that could be featured on your site, along with whether or not you are currently featuring that type of structured data markup.
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| 1. Does your business have a Wikipedia page? How many different organizations have contributed to it?
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| 1. Have you contributed to Wikipedia pages that are about the subject matter that is central to your business? Have you gotten contributor links from each of them?
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| 1. Has your business put out eBooks, videos, audio material, put on/sponsored/participated in events, received awards, have ties to notable organizations, etc… that can all be: 1. found online 2. link back to your website 3. Mentioned and linked to from your Wikipedia page?
 |  |

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| --- | --- |
| 1. Do you participate in the most popular question / answer forums such as:
 | • Yahoo Answers• Answers.com• Quora• Wiki Answers• eHow• WikiHow• Answerbag• AllExperts• Askville• LinkedIn Answers• Industry Forums |

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| --- | --- |
| 1. Do you have links pointing to your site from highly credible sites such as .gov or .edu or organizations that are significant within your industry?
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| 1. Does every employee of your company have you listed as their employer on their LinkedIn page?
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| 1. Is your business being regularly cited by thought leaders, journalists and participants within your industry in news articles, blogs, forums and social posts?
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## Universal Search Results

The following questions relate to various types of Google search results that extend beyond standard webpages.

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| 1. How are you optimizing your images for search? Describe your process, taking these bullet points into account.
 | • Naming• Alt Tag use• Schema.org markup• Image Sitemap• Social Syndication• Link building |

|  |  |
| --- | --- |
| 1. How are you optimizing your videos for search? Describe your process, taking these bullet points into account.
 | • Video hosting• Naming• Schema.org markup• Video Sitemap• Social Syndication• Link building |

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| 1. Have you been accepted as a Trusted News Source for Google News? If not, does it seem viable for your business to be accepted?
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| --- | --- |
| 1. Do you contribute content to other websites that are a Trusted News Source for Google? Explain:
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| 1. Have you created in-depth articles for each of your primary products, services, or categories of information? Where are those resources posted? How have they been promoted?
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| 1. Seeing as Google is delivering top organic search placement based on Google+ connections, what is your Google+ strategy? How big are your extended circles? (That is everyone in your circles, plus everyone in their circles… it’s your effective reach on Google+ and this is what you want to grow).
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| 1. Are you targeting the “related searches” terms that come up for the main terms that you are targeting on each page? How?
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## AdWords

While the purpose of this workbook is to cause you to think and create a framework around Google organic search result features, and AdWords will be covered thoroughly in another lesson… there are a few AdWords related question that is very relevant and important to ask here:

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| 1. Are you optimizing your AdWords landing pages with SEO best practices? Discuss:
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| 1. Are you using your AdWords click-through and conversion data to inform your SEO strategies?
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| 1. Are you continuing to advertise for search terms once you achieve top organic results for those terms? (you should be)
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| 1. Are you using the Google Display network to sow the seeds of familiarity for marketing messages that incorporate the search terms you are ranking for?
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| 1. Are you using remarking or interest category based ads?
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## Known and Correlated Search Ranking Factors

As you move through the next section of the course “Organizing the world’s information” and learn about each of the over 200 known and correlated ranking factors, you could take notes / create a policy on how your organization will address each factor as you build your site, create content and promote your site online… or you could simply use this as a test to go through and note whether you feel that you are properly addressing each factor or not. By doing this you will be able to quickly develop a list of things that could be immediately improved. As you identify things that you want to work on, it is also a good idea to give them a 1-10 ranking of importance with 1 being the most important and 10 being the bottom of the priority list.

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| 1. Domain Age / First domain go live date
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| 1. Keyword Use In TLD
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| 1. Keyword As First in Domain
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| 1. Subdomains: Are you using subdomains? When, how and why?
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| 1. Keyword Use In Subdomain
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| 1. Domain Registration Length. When to be renewed?
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| 1. Domain history… changes in ownership, past positives or negatives
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| 1. Exact Match Domain? How is it performing? Change over time?
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| --- | --- |
| 1. Public or Private WhoIs?
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| 1. Has Domain Name owner been penalized before?
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| 1. Country TLD extension use for international sites?
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| 1. Keyword Use In page URLs?
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| 1. Overly long URLs?
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| 1. Dynamic URLs?
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| 1. Well categorized and keyword rich URL path?
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| 1. Assigning pages to proper categories?
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| 1. Using rel=”canonical”
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| 1. Using main keyword for page in Meta Title tag?
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| 1. Keyword use in Meta Description tag
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| 1. Using semantic clues to reinforce keywords in Title and Description tags?
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| 1. Keyword Use In H1
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| 1. Keyword Use In H2-H6 tags
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| 1. Are you using exact match keyword order when writing content?
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| 1. Are you using your target keywords early and often, for keyword prominence, in content?
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| 1. Hitting ideal keyword density of 3-5% for your main keyword on pages and 1-2% for supporting keywords?
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| 1. Length of content on your pages averaging at least 400 words with deeper content available in each category?
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| 1. Exploring subject matter to it’s fullest? Or, could you answer more questions and provide deeper information?
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| 1. Would your content be useful for someone searching for it?
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| 1. Do you offer helpful supplementary content?
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| 1. Using bold and italics on keywords in content?
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| 1. If using hidden text / expandable divs are you using javascript to fire the expandable div?
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| 1. Are you using terms that will show semantic relevance… the types of terms that would be common in discussions about the topic?
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| 1. Do you have duplicate content issues on your site? Or, is your content duplicating content found on other websites to a significant percentage?
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| 1. Are your pages offering multi-media content?
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| 1. Are your images optimized?
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| 1. Are there spelling or grammar mistakes in your content?
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| 1. If you are aggregating content, are you adding value?
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| 1. Are you using tags properly as a categorization tool? Or are you over using tags, and creating duplicate content issues on your site?
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| 1. Are you using proper citation and linking out to quality resources from your content?
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| --- | --- |
| 1. Are you using bullet points and/or numbered lists in your content when appropriate?
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| 1. What is the reading level of your content? Is it appropriate to your target audience?
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| 1. Is your site incorporating reviews and user generated content?
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| 1. Are you keeping your content fresh?
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| --- | --- |
| 1. Are your content updates significant?
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| 1. Are you updating your content consistently?
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| --- | --- |
| 1. Are you going after long tail and less competitive keywords before targeting bigger keywords?
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| --- | --- |
| 1. Are you tracking the page rank of your pages?
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| 1. How many links (quantity) do you have pointing to your pages?
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| --- | --- |
| 1. Are the links pointing to your pages coming from high quality sites or are they mostly low quality links?
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| 1. Are the links pointing to your site actually sending traffic and is the traffic converting or bouncing?
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| 1. How is the quantity of the internal links on your site? You should go for 1 contextual link per 100-200 words ideally.
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| 1. Are your internal links relevant and high quality or irrelevant and low quality?
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| 1. How many outbound links does your site have… too many? Too few?
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| --- | --- |
| 1. How high is the quality of the sites that your site is linking out to?
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| 1. Are the sites that you are linking out to thematically relevant to your site?
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| --- | --- |
| 1. Are your pages more focused on affiliate links or high quality content? Are affiliate links featured prominently above the fold?
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| --- | --- |
| 1. Does your site have a lot of broken links?
 |  |

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| --- | --- |
| 1. Is your page layout user friendly?
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| --- | --- |
| 1. What is the domain authority of your site using OpenSiteExplorer?
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| --- | --- |
| 1. How fast do your webpages load? What score does YSlow give you?
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| --- | --- |
| 1. Are your pages being assigned the proper level of importance in the XML Sitemap?
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| --- | --- |
| 1. How old is your page? Early on it gets a freshness bonus, while as it gets older it should have a better backlink profile. Is that playing out correctly?
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| --- | --- |
| 1. Would human editors from Google find your page to offer a high quality user experience? Would they find any spammy or low quality tactics?
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| --- | --- |
| 1. Are you getting a lot of links from parked domains?
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| --- | --- |
| 1. Are your pages using Schema.org markup for eligible content?
 |  |

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| --- | --- |
| 1. Do pages on your site have a lot of HTML & CSS errors? Use the W3 html & css checkers to find out & resolve those problems.
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| --- | --- |
| 1. Does the written content in the body of your page appear immediately after (or close to) the opening body tag? Or is your main body content buried low in the source code?
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| 1. Does the source code of your pages use a lot of in-line CSS or JavaScript? Externalize as much of it as possible. Are your pages loadig an excessive number of files? Combine them when possible.
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| --- | --- |
| 1. Is the order of your code optimized to reduce load time and promote your actual written page content as prominently as possible?
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| --- | --- |
| 1. Are you using the <meta name=”robots” content=”index, follow”> header tag?
 |  |

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| --- | --- |
| 1. Is your robots.txt file configured properly?
 |  |

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| --- | --- |
| 1. Does your content provide unique insights and added value?
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| --- | --- |
| 1. Does your site provide an easily accessible Contact Us page?
 |  |

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| --- | --- |
| 1. Does your site have a good Trust Rank score?
 |  |

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| --- | --- |
| 1. Is your site architected to create thematic silos that support the proper categorization of your content (with a URL structure that demonstrates this)?
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| --- | --- |
| 1. Is your site updated frequently to show that it is active?
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| --- | --- |
| 1. Does your site feature a high or low number of pages when compared to your competitors?
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| --- | --- |
| 1. Does your site feature an XML Sitemap?
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| 1. Does your site have good uptime or does it go down frequently?
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| --- | --- |
| 1. Is your site hosted on a server that is within the region where your business is targeting?
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| --- | --- |
| 1. Do you have a current SSL certificate for Ecommerce?
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| --- | --- |
| 1. Does your site feature easily accessible Terms of Service and Privacy Pages?
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| --- | --- |
| 1. Do you have duplicate content on your site in the form of page titles, meta descriptions, or targeting the same main keyword on multiple pages?
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|  |  |
| --- | --- |
| 1. Does your site offer user-friendly breadcrumb navigation?
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| --- | --- |
| 1. Is your site optimized for viewing on mobile devices?
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| --- | --- |
| 1. Do you have videos on YouTube that are optimized for your keywords and content?
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| --- | --- |
| 1. Is your site easy to use and navigate?
 |  |

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| --- | --- |
| 1. Have you fully implemented Google Analytics and Webmaster tools?
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| --- | --- |
| 1. Does your site have good user reviews, feedback and a positive reputation online?
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| --- | --- |
| 1. Are the sites that are linking back to your site well established or are they mostly fairly new sites?
 |  |

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| --- | --- |
| 1. How many other root domains are linking to your site? How does that compare to your competitors?
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| --- | --- |
| 1. How many links is your site getting from separate C-Class IP addresses?
 |  |

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| --- | --- |
| 1. Does the anchor text of your backlink profile look natural or unnatural? Overly optimized?
 |  |

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| --- | --- |
| 1. Are you using the correct keywords for anchor text when doing internal linking?
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| --- | --- |
| 1. Are you using title tags for text links both internally and when building external backlinks?
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| --- | --- |
| 1. Are you using alt tags on all images?
 |  |

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| --- | --- |
| 1. Is your site attracting backlinks from .edu or .gov domains?
 |  |

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| --- | --- |
| 1. How strong are the PR scores of the pages in your site’s backlink profile?
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| --- | --- |
| 1. How strong are the authority scores of the sites in your backlink profile?
 |  |

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| --- | --- |
| 1. Is your site getting links from other websites that appear in the same SERPs?
 |  |

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| --- | --- |
| 1. Do the pages linking to your site get a lot of social shares?
 |  |

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| --- | --- |
| 1. Is your backlink profile full of sites from “bad neighborhoods” such as porn, gambling, gaming, pharmacies, malware, etc…
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| --- | --- |
| 1. Are you getting a lot of links from guest posts? Are those high quality or low quality posts?
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| --- | --- |
| 1. Are other sites linking to your homepage or only to specific internal pages?
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| --- | --- |
| 1. Do you have enough “no follow” links in your backlink profile to help it look natural?
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| --- | --- |
| 1. Are the links in your backlink profile diverse or are they mostly just the same few types of links?
 |  |

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| --- | --- |
| 1. Are your backlinks associated with or close to terminology such as “Sponsored links” or other advertising related terms?
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| --- | --- |
| 1. Is your site getting links from within contextually relevant content on other sites?
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| --- | --- |
| 1. Do any of your pages have an excessive amount of 301 redirects?
 |  |

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| --- | --- |
| 1. Does your backlink profile include sites with the appropriate Country TLD based on what markets you are trying to reach?
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| --- | --- |
| 1. Are you getting contextual links from the top of page content, or just the bottom?
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| --- | --- |
| 1. Are your backlinks generally higher on the page & in the source code or lower?
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| --- | --- |
| 1. Are the domains that are linking to you relevant to your subject matter?
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|  |  |
| --- | --- |
| 1. Are your backlinks coming from pages that are relevant to your subject matter?
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| --- | --- |
| 1. Is the sentiment of the text that surrounds your backlinks generally positive or negative?
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| --- | --- |
| 1. Do the pages that are linking to you include your target keywords in the page title?
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| --- | --- |
| 1. Does your site have a positive link velocity?
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| --- | --- |
| 1. Does your site have a negative link velocity?
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| --- | --- |
| 1. Is your site getting links from pages that are top resources (HUB pages) on the subject matter?
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| --- | --- |
| 1. Is your site getting links from highly authoritative sites?
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| --- | --- |
| 1. Is your site getting source credit links from Wikipedia?
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| --- | --- |
| 1. Do the words that appear around your backlinks (co-occurrences) tend to be relevant?
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| --- | --- |
| 1. Is your site getting mentioned (co-citation) when other people write articles, blogs and make social comments about your industry?
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| --- | --- |
| 1. Has your site been getting backlinks for a long time or just recently?
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| --- | --- |
| 1. Does your backlink profile look natural or unnatural?
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| --- | --- |
| 1. Do reciprocal links constitute a large percentage of your total backlinks?
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| --- | --- |
| 1. Do comment links constitute a large percentage of your total backlinks?
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| 1. Are a significant percentage of your backlinks passing through 301 redirects?
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| 1. Are your webpages using Schema.org markup wherever possible?
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| 1. Is your site listed in DMOZ?
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| 1. Is your site listed in the Yahoo! Directory?
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| 1. Are you getting too many links from pages that have over 100 outbound links?
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| 1. Does your site depend too heavily on forum or social profile links?
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| 1. Do the pages that are linking to your site generally offer high or low word count?
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| 1. Do the pages that are linking to your site generally contain high quality or low quality content?
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| 1. Is your site getting a lot of site-wide links from your link partners?
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| 1. When your site does achieve high rankings on Google SERPs for specific keywords, is your click thorough rate above or below average?
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| 1. When your site does achieve high rankings on Google SERPs, is your click thorough rate typically above or below average?
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| 1. Does your site have a high bounce rate?
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| 1. Is your site getting a lot of direct traffic?
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| 1. Does your site get a lot of repeat traffic?
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| 1. Is your site being bookmarked by users?
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| 1. Do your pages load fast? Does your site have malware? Google’s toolbar can pick up on these.
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| 1. Are pages on your site generating a lot of comments?
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| 1. Is your time on site for users, high, low, could it improve?
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| 1. Does your site offer fresh content whenever possible?
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| 1. Does your content demonstrate how it can be applied across seemingly diverse set of use cases?
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| 1. Your site will tend to rank better for people who have already visited it.
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| 1. The search history for individual users will affect your rankings.
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| 1. Is your site sending as many geo-location signals as possible (where appropriate)?
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| 1. Does your site include curse words or adult content? It could be filtered out of the SERPs for some users.
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| 1. Are you aggressively trying to get people to +1 your pages and authors in Google+?
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| 1. Does your site have any DMCA complaints against it?
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| 1. Are you effectively targeting the branded search terms of your competitors? (Taking advantage of Domain Diversity from the Bigfoot update.)
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| 1. Have you developed content around “Transactional Searches”?
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| 1. Have you optimized your presence in Google+ Local Pages & other local business listing directories?
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| 1. Are you a Google Trusted News Source or are you contributing to other sites that are?
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| 1. Have you established a large and well branded presence?
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| 1. If you offer products for sale are you participating in Google Products?
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| 1. Are your images optimized for Google, including an image site map?
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| 1. Are site links appearing for branded search terms? Are they the site links that you would like displayed?
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| 1. Are your pages getting Tweeted and ReTweeted?
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| 1. Are your pages getting Tweeted about from authoritative Twitter users?
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| 1. How many times have your pages been liked on Facebook? Are you actively persuading users to like you page on FB?
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| 1. Are you actively persuading users to share your pages on Facebook?
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| 1. Are your pages getting shared on Facebook by authoritative users?
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| 1. Are your pages getting pinned on Pinterest?
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| 1. Are your pages getting voted up on services like Reddit, StumbleUpon and Digg?
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| 1. Are your pages getting Google+1’s?
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| 1. Are your pages getting +1’d from authoritative Google+ users?
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| 1. Are you using Google+ authorship markup on your articles, blogs and PR?
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| 1. Do the authors that are contributing to your site have a history of authoritative writing on the subject within their Google+ author profiles?
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| 1. Are you using Google+ Publisher markup for all of your pages?
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| 1. Is your site being talked about in a positive or negative manner when being shared on Social Networks?
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| 1. As a whole, is your site generating significant social engagement, likes, shares, etc…
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| 1. Does your backlink profile contain lots of links with well branded anchor text?
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| 1. Is your site effectively targeting branded search terms?
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| 1. Does your business Facebook page have a lot of likes? (Over 10,000 or at least more than your competitors).
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| 1. Does your Twitter profile have a lot of followers? More than your competitors?
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| 1. Do you have a well optimized and popular LinkedIn company page?
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| 1. Do all of your employees list you as their current employer on LinkedIn? And, are their profiles all optimized for the types of search terms that your company is targeting?
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| 1. Overall, would your social media accounts be seen as strong, legitimate, authoritative and active? Or not?
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| 1. Do you get brand mentions from within relevant stories on news sites?
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| 1. In general do other websites and blogs mention your brand when discussing relevant subject matter?
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| 1. Do you have bring and mortar locations, and are they listed on Google+ Local?
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| 1. Does your website represent a tax paying business in good standing?
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| 1. Does your site use aggregated, thin, spun, duplicate or error filled content?
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| 1. Does your site link out to other sites that are in “bad neighborhoods”?
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| 1. Does your site use redirect or doorway pages.
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| 1. Does your site use pop-ups or distracting ads above the fold?
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| 1. Is your site over-optimized? Are you aggressively using every SEO strategy possible?
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| 1. Are you hiding affiliate links on your site?
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| 1. Is your site an affiliate site? If so, your site could be under additional scrutiny and therefore full compliance with Google guidelines is extremely important.
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| 1. KeDoes your site use auto-generated or spun content?
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| 1. Is your site trying to sculpt page rank with the strategic use of no follow tags on links? A little is OK, but too much can be bad. Describe your strategy here.
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| 1. Has your site been flagged as spam?
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| 1. Are you overstuffing keywords into your meta tags? How many keywords are you putting into meta tags?
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| 1. Are you doing things that are resulting in spikes in your backlink profile? What?
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| 1. Do you believe your site has been hit with by a Penguin penalty?
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| 1. Does your backlink profile have a high percentage of low quality links?
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| 1. Are the domains that are linking back to your site highly relevant to your subject matter?
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| 1. Has your site received an unnatural links warning in Google Webmaster tools?
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| 1. Are large portions of your backlink profile coming from the same Class-C IP addresses?
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| 1. Do you have any links with anchor text that is known to be poison such as pharmaceutical, gaming or adult content related terms?
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| 1. Has your site received a Manual Penalty notification in Google Webmaster Tools?
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| 1. Is your site selling or buying links?
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| 1. Has your site recently gotten a massive wave of new incoming links?
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| 1. Have you used Google’s disavow tool to remove unwanted or potentially harmful links?
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| 1. If you are attempting to recover from a Google Manual Penalty, have you filed a reconsideration request?
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