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| Funeral Home’s Google Ranking Quick-Start Checklist | | | | |
| This worksheet will help you analyzed your current SEO ranking factors as well as suggest on going strategies to continue to maintain or improve your Google rankings. | | | | |
| Initial Analysis | | | | |
| ON-SITE SEO | | OFF-SITE SEO | | |
| \_\_\_ Website Title containing Funeral, Cremation, City, St/Pr | | \_\_\_ Optimize Google My Business listing \* | | |
| \_\_\_ Front load Page Titles with Keywords | | \_\_\_ Claim Local Business listings \* | | |
| \_\_\_ Page load speed \* | | \_\_\_ Link to Google Reviews page \* | | |
| \_\_\_ Mobile-friendly | | \_\_\_ Link to Facebook Reviews page \* | | |
| \_\_\_ NAP in footer of every page | | \_\_\_ Social media accounts with NAP & consistent branding \* | | |
| \_\_\_ NAP on Contact Us page | | \_\_\_ Submit XML Sitemap to Google Search Console \* | | |
| \_\_\_ Google Maps embedded on Contact Us page | |  | | |
| \_\_\_ Links to Social Media accounts | |  | | |
| \_\_\_ Social Sharing icons | |  | | |
| \_\_\_ XML Sitemap & Robots.txt files | |  | | |
| \_\_\_ SEO-friendly URLs (words, not numbers & special characters) | |  | | |
| \_\_\_ SSL certificate | |  | | |
| Ongoing Strategies | | | | |
| Add obits to site ASAP \*\* | | Check rankings vs. competitors \* | | |
| Promote obits via email & family’s Facebook \*\* | | Submit Citations \* | | |
| Use some outbound links \*\* | | Update Data Providers \* | | |
| Use some internal linking \*\* | | Use NAP everywhere you put your firm online | | |
| Optimize images (especially obits) \*\* | | Get backlinks for Sponsorship opportunities | | |
| Add new content: Posts, FAQs, Testimonials, Events, Press Releases | | Trigger social signals \*\* | | |
| Include multi-media in posts and obits | | Be involved in off-line community events (maybe get a link) | | |
|  | | Answer questions posted in GMB listing \* | | |
|  | | Monitor Google Search Console \* | | |
|  | | (Humbly) solicit Google Reviews \*\* | | |
|  | | (Humbly) solicit Facebook Reviews \*\* | | |
| Google Search Rankings | | | | |
| Search Terms | Q1 Rank | Q2 Rank | Q3 Rank | Q4 Rank |
| funeral homes [city state/prov.] |  |  |  |  |
| funeral costs [city state/prov.] |  |  |  |  |
| cremation [city state/prov.] |  |  |  |  |
| cremation costs [city state/prov.] |  |  |  |  |
| obituaries [city state/prov.] |  |  |  |  |

\* Services covered in Solid Foundation package: <http://www.funeralresultsmarketing.com/strategy-services/>

\*\* Training offered in Solid Foundation package: <http://www.funeralresultsmarketing.com/strategy-services/>