

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
<input type="checkbox"/> Website Title containing Funeral, Cremation, City, St/Pr	<input type="checkbox"/> Optimize Google My Business listing *
<input type="checkbox"/> Front load Page Titles with Keywords	<input type="checkbox"/> Claim Local Business listings *
<input type="checkbox"/> Page load speed *	<input type="checkbox"/> Link to Google Reviews page *
<input type="checkbox"/> Mobile-friendly	<input type="checkbox"/> Link to Facebook Reviews page *
<input type="checkbox"/> NAP in footer of every page	<input type="checkbox"/> Social media accounts with NAP & consistent branding *
<input type="checkbox"/> NAP on Contact Us page	<input type="checkbox"/> Submit XML Sitemap to Google Search Console *
<input type="checkbox"/> Google Maps embedded on Contact Us page	
<input type="checkbox"/> Links to Social Media accounts	
<input type="checkbox"/> Social Sharing icons	
<input type="checkbox"/> XML Sitemap & Robots.txt files	
<input type="checkbox"/> SEO-friendly URLs (words, not numbers & special characters)	
<input type="checkbox"/> 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/>