

Recommended Website Changes:

1. Remove Unnatural Backlinks that have been attached in excel spreadsheet.
2. Optimize and Reduce Page Loading Time of your Website by following our suggested steps and integrating a Content Delivery Network.
3. Setup xml sitemaps, setup description tag, setup breadcrumbs.
4. Fix Meta Title Tag: Include More Relevant Keywords, and Try to Position keywords in the Beginning.
5. Fix Website Broken Links
6. Make less relevant outbound links as nofollow
7. Build More Content Rich Pages.
8. Build High Quality Backlinks pointing to your website through Guest Posts and Press Releases.
9. Make your CSS/HTML code Search Engine friendly by fixing the errors in w3c validator.
10. Make your Mobile Site Responsive.

We can fix all the above mentioned changes, get in touch with us to know more.

Here are the important actions we would recommend:

Red = Most Important

Blue = Important

Green = Optional

1. Optimize Page Speed
2. Setup and Optimize Meta Tags
3. Fix Website Broken Links
4. Setup Description tag, xml sitemap and Breadcrumbs.
5. Build Content for the website
6. Setup Social Media Pages and Promote them
7. Make your website w3c compatible
8. Make your Mobile Site Responsive.

9. Build Backlinks

10. Integrate Google+ Cocitation

On Page SEO Checklist:

Proper use of Meta and Alt Tags.	✘
Use Robots tag where necessary.	✓
Website Page Speed Optimization.	✘
HTML and CSS Code W3C compliant.	✘
URL's Search engine friendly: should include important terms and keywords.	✓
Website Content: Should have rich and authoritative content.	✘
Avoid Flash Menu's.	✓
Broken Links.	✓
NoFollow less authoritative outbound links.	✓
Check usage of Redirects (301s and 302s).	✓
Sitemap	✘
Avoid Frames inside HTML.	✓
Rich Snippets and Microformats where possible.	✘
Use Internal Anchor Texts to target important keywords.	✓
Use of H1 and H2 Tag.	✓
Usage of Breadcrumbs.	✘
Custom 404 Page.	✓



Social Media Pages Integrated.	✘
Google Authorship tag implemented.	✘
Blog Implemented.	✓
Responsive Web Design.	✓
Keyword Optimization in Content	✘