


# Website SEO Analysis 7-Point Self-Check

Battling rumors and misinformation? Use this checklist to improve your website’s search engine optimization (SEO) and improve overall credibility, social media rankings, and more.

Updated May 20, 2024 by Mac Clemmens and Maria Lara, Streamline — [getstreamline.com/seo](https://getstreamline.com/seo)

Checkpoint	Rating	Notes
<p><b>Get a .gov</b> It’s the easiest way to rank #1, and it’s free! All special districts qualify.</p>	<input type="checkbox"/> .gov?	<p><a href="https://support.getstreamline.com/obtaining-a-gov-domain">https://support.getstreamline.com/obtaining-a-gov-domain</a></p> <p>You can still keep your old domain and redirect existing traffic.</p>
<p><b>PageRank / Domain Authority (DA)</b> What is your site’s overall ranking? This indicates how important Google thinks your site content is. The higher the ranking, the more likely your organization’s pages are to appear in search results. (Note: PageRank is now hidden by Google, but Moz has developed another great tool that rates Domain Authority.)</p>	<input type="checkbox"/> out of 100	<p>10: You’re getting started 20: Good for a small, local district 30: Normal for organization w/statewide reach 40: Good for a national organization 50: Great for any organization 90: ca.gov, stanford.edu, nytimes.com</p> <p>See your DA score at <a href="https://moz.com/researchtools/ose/">moz.com/researchtools/ose/</a></p>
<p><b>Website Speed</b> Do components load quickly? Is the overall page load time reasonable? Are CDNs, compression, and techniques such as JS/CSS aggregation being used?</p>	<input type="checkbox"/> seconds	<p>For a comprehensive test, you may visit <a href="https://testmysite.withgoogle.com">testmysite.withgoogle.com</a> or <a href="https://webpagetest.org">webpagetest.org</a>. Speed is now a factor that affects search ranking. &lt; 8s on 3G is OK</p>
<p><b>Mobile-Readiness</b> Does the site offer an effective mobile experience? Does the site have a responsive design that works well at all resolutions? Are key features and functionality viable on a small screen?</p>	<input type="checkbox"/> Passed?	<p>You can run the mobile-readiness test at: <a href="https://google.com/webmasters/tools/mobile-friendly">google.com/webmasters/tools/mobile-friendly</a></p> <p>Google now penalizes sites that are not mobile friendly in mobile search results.</p>
<p><b>Secure Site (HTTPS / SSL / TLS)</b> Is your site secure? Are you using modern encryption to ensure that your pages are not being modified in transit? Are you protecting the privacy of your visitors?</p>	<input type="checkbox"/> Secure?	<p>A quick check in the browser will reveal if visitors are required to use https to connect to your site. If you only have http://, your site is not secure.</p> 
<p><b>Analytics and Continuous Improvement</b> Have you installed Google analytics? What other systems monitor popular content, implement A/B testing, or improve overall site performance and user engagement?</p>	<input type="checkbox"/> Installed?	<p>You can check if Google Analytics is installed by using the scanner at <a href="https://builtwith.com">builtwith.com</a>.</p>
<p><b>Cross-Browser, Accessibility and Standards Compliance</b> Does the site meet WC3 web standards and Section 508 compliance for users with disabilities? Is the site implemented using clear and modern coding standards? Does the site work on older browsers and/or degrade gracefully?</p>	<input type="checkbox"/> Lighthouse Score	<p>Ideally, you won’t have errors, but don’t worry if you get a few. There are different levels and tests. The three you are interested in are below. You can use Lighthouse at <a href="https://digitaldeployment.com/adascan">digitaldeployment.com/adascan</a> (1), <a href="https://achecker.ca">achecker.ca</a> (1) and <a href="https://validator.w3.org">validator.w3.org</a> (2):</p> <ol style="list-style-type: none"> <li>WCAG 2.1 AA — New legal standard (covers Section 508)</li> <li>WC3 — Helps with SEO</li> </ol>

## 5 Practical Tips for Improving SEO

1. Get a .gov!
  - It's the easiest way to rank #1, and it's free!
  - <https://support.getstreamline.com/obtaining-a-gov-domain>
2. Add relevant keywords
  - Using Google Keyword Planner and Moz Keyword Explorer, you can find and add relevant keywords to your site content.
  - <https://adwords.google.com/KeywordPlanner>
  - <https://moz.com/products/pro/keyword-explorer>
3. Get inbound links
  - Ask your partners (particularly those with a high DA score) to link to your important pages. Remember to supply them with the keywords you'd like them to use when linking.
  - Post your content to social media, encourage sharing.
4. Create topic pages
  - Instead of organizing your site just by kind of content, try organizing by topic area (particularly topics you find in Keyword Planner!)
5. Other tips
  - **Content Quality:** SiteImprove has many great tools! <http://siteimprove.com/>
  - **Schema:** Check your events and products to see if they meet schema requirements: <https://search.google.com/structured-data/testing-tool> This allows search engines to display more information than just a description and title.

For more questions, tips, or a free SEO analysis for your site, please contact **Mac Clemmens** at [mac@getstreamline.com](mailto:mac@getstreamline.com) or call (916) 900-6619.



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