

# SEO Initiatives Checklist

Take time each quarter to plan your major SEO initiatives. This checklist will help you make sure you've got the basics down.

- Page load speed
- Mobile experience
- Local accuracy and relevancy
- Defending on high-ranking pages
- Attacking on competitive, mid-ranking pages
- Integrated search
- Longtail keyword targeting
- Voice search
- Google Quick Answers
- Site migration and redesign
- SEO maturity model

## About BrightEdge

BrightEdge, the global leader in enterprise organic search and content performance, empowers marketers to transform online content into business results, such as traffic, conversions, and revenue. The BrightEdge S3 platform is powered by a sophisticated deep learning engine and is the only company capable of web-wide, real-time measurement of content engagement across all digital channels, including search, social, and mobile. BrightEdge's 1,500+ customers include global brands, such as 3M, Microsoft, and Nike as well as 57 of the Fortune 100. The company has eight offices worldwide and is headquartered in Foster City, California.