Benjamin's SEO checklist

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Intro: why this checklist?

SEO projects can be tedious. If you are an SEO manager, you will certainly run into bottlenecks from time to time. Commercial people can ask your help to make estimations for an offer. Often it is also unclear where the technical part ends and the content part begins. To make SEO a success, every aspect of the website has to be built around it to work in conjunction.

Especially in larger-scale projects or big agencies where several people are involved, it is easy to loose an overview. In a worst case scenario, poor communication or misunderstandings can lead to situations where the efforts of one person are nullified by the work of someone else involved.

It is therefore important to determine who is responsible for which aspect of the project. Expectation management is equally important to avoid frustration at the customer's side.

Different scenarios can occur:

- Someone asks you to do SEO on an existing website but wants an estimation first of the usefulness and the costs. In such a case it is important to see if it is even worth the effort. Do you want to start writing great content on a website that is technically outdated or does not meet elemental requirements?

- You have to do SEO on a brand new website, yet to be made. It is important to keep track of the process and have clear communication with the technical people, both inside or outside your company. That way, they can build the website around SEO. It is equally important to determine where a developer's responsability ends and a content manager's task begins.

- You have to do SEO on an existing website. In such cases you have to make it clear to the customer which elements you take with you in the project: strictly content or also technical optimisations? If the latter is the case: do you have access to all the resources?

- ...

To make your life easier, we came up with this checklist. You can use it in every scenario. Some boxes will not always be under your control, others may not always be relevant. We hope this will help you to keep track of the progress and to delegate technical and non-technical tasks to the appropriate people. We composed it based on a wide range of reliable and renowned sources which are also mentioned.

How to use the checklist?

The checkist follows a logical flow from development over publication to follow-up. It takes into account that several people are involved in a project and it makes a distinction between tasks that have to be performed by a technical person (developer) and a non-technical person (SEO specialist, content manager, webmaster,...).

We assume you use the checklist on a website with a well-known CMS and that non-technical persons have enough access rights to install additional extensions or plug-ins.

The following symbols are used:

- Pure technical tasks, performed by a developer or programmer. These are about actual coding in core files of a website. These often require access to a web server via FTP. They mostly occur in the early stages of the project (development phase).

- Tasks that are preferably done by a technical person in the early stages but can be executed by a non-technical person at a later time if he or she:
  - has enough technical knowledge to do so
  - has access to the required resources
  - uses a decent plug-in or extension

- Tasks that do not require any technical intervention. Can be done in the CMS of the website by default or by installing a plug-in. These are about content but also about third party properties , off-page optimizations,...

Search engines take a lot of elements into account to determine the position in the SERP, however, not every aspect carries equal weight.

- Absolute must. These form the very basics of SEO and should be completed from the very beginning. If you neglect these it is very likely the website will be impacted in a negative way.
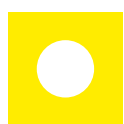
- Debatable. If not completed, your website will most likely not be harmed. However, it is highly recommended to tick these because they will have a positive effect.

- In-depth elements. They won't make a huge impact on your rankings but they can provide your website that little bit extra if you want to go to the limit.

Benjamin's SEO checklist
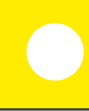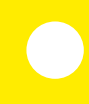
🔧	**Domain / DNS**	1	Does the keyword / core activity appear in the domain name, preferably at the beginning?	🟢
🔧		2	Does the WHOIS information match the contact details on the website?	🟢
⚒	**Hhtml / programming**	3	Does the website work as it should?	🔴
🔧		4	Does the website use html5 encoding? <!DOCTYPE HTML>	🔴
🔧		5	Does the markup use html5 in a consistent way? (<header>, <nav>, <main>, <article>, <aside>, <footer>,…)	🔴
🔧		6	Is the html code free from validation errors? Check: https://validator.w3.org	🟢
🔧		7	The DOM isn't overly cluttered and complex? (overload of nested divs)?	🟢
🔧		8	Is there a favicon?	🟢
🔧	**Structured data**	9	Does the website use microdata / structured data? (schema.org, RDFa, JSON-LD)	🟢
🔧		10	Is the markup validated? Check: https://search.google.com/structured-data/testing-tool	🟢
🔧		11	Is there a breadcrumb navigation?	🟡
🔧	**Speed optimization**	12	No render-blocking JavaScript?	🔴
⚒		13	Is CSS delivery optimized?	🔴
⚒		14	Is browser caching leveraged?	🔴
⚒		15	Is the filesize of images optimized?	🔴

	Speed optimization	16	Is compression enabled?	🔴
		17	Are resources minified (html, CSS, JavaScript)?	🔴
		18	NO landing page redirects?	🟡
		19	Is visible content prioritized?	🟡
			Check: https://developers.google.com/speed/pagespeed/insights/ https://tools.pingdom.com/ https://webpagetest.org/ https://gtmetrix.com/	
		20	Does the website use a Content Delivery Network (CDN)?	🟡
	Mobile optimization	21	The website has a responsive lay-out / mobile version (m dot)? Check: https://search.google.com/test/mobile-friendly	🔴
		22	Does the website use accelerated mobile pages (AMP) and are the AMP pages validated? Check: https://validator.ampproject.org/ https://search.google.com/test/amp	🟢
	Indexing	23	NO meta tags blocking search engines from indexing or following the website (noindex)?	🔴
		24	Is there an html sitemap for the visitor?	🟡
		25	Is there an xml sitemap for the search robots?	🔴
		26	Is there a robot.txt file?	🔴
		27	The robots.txt file doesn't block essential parts of the site to be crawled?	🔴
		28	Does the robots.txt file contain an xml sitemap reference?	🟡
		29	Does the website use https://?	🔴

⚒	Indexing	30	NO mixed content issues? Check: https://httpstatus.io/	🟡
⚒		31	Does the website use canonical tags?	🟡
⚒		32	Is there a hreflang="" tag present?	🟡
✏		33	Are the urls SEO-friendly?	🔴
🔧	Essential elements of the website	34	Is there a decent 404-page and does it return a 404-code? Check: https://httpstatus.io/	🟡
✏		35	Does the website offer an appropriate amount of contact information / possibilities?	🟡
🔧		36	Does the website have a search form?	🟡
✏		37	Does the website have a legal disclaimer?	🟡
✏		38	Does the website have a privacy policy?	🟡
✏		39	Does the website have a cookie policy?	🟡
⚒		40	Does the website show a cookie notification on a 1st visit?	🟡
✏		41	Does the hierarchy of the pages correspond with the navigation of the website?	🟡
✏		42	NO broken links that lead to a 404-page? Check: https://validator.w3.org/checklink	🔴
⚒		43	Are all images loaded?	🔴
⚒	Analysis	44	Is there Google Analytics (UA-), Google Tag Manager (GTM-) or Google Search Console (google-site-verification) code?	🔴
✏		45	Is the website verified by the site owner in Google Search Console?	🔴

		#	Question	
✏	Analysis	46	Is robots.txt submitted in Google Search Console?	🔴
✏		47	Is robotx.txt free from errors?	🔴
⚒		48	Is there Bing Webmaster Tools code present on the website?	🟡
✏		49	Is the website verified by the site owner in Bing Webmaster Tools?	🔴
✏		50	Is the xml-sitemap submitted in Google Search Console?	🔴
✏		51	Is the xml-sitemap submitted in Bing Webmaster Tools?	🔴
✏		52	Are search queries on the website tracked in Google Analytics?	🟢
✏		53	Are goals / conversions defined in Google Analytics?	🟢
✏		54	Are there several views in the Google Analytics property (All Website Data, Master View, Test View)?	🟢
✏		55	Is your own (static) IP excluded from the Master View in GA?	🟢
✏		56	Are there filters (include, exclude) applied on the Master View in GA?	🟢
✏		57	Are demographics enabled in GA?	🟢
⚒		58	Are broken links redirected with a 301-redirect?	🔴
✏	Tags	59	Are the title tags optimized (they contain THE keyword of that page and it has been put at the beginning of the tag)?	🔴
✏		60	Are the meta description tags optimized (do they contain a keyword and a C2A)?	🔴
✏		61	Do the meta tags have a nice length?	🔴

✏	Content	62	Is the main title of the page wrapped in an tag and does it contain THE keyword of that page?	🔴
✏		63	Does the body text contain enough words? (benchmark >= 300)	🔴
✏		64	Does the page have titles and do they contain a keyword?	🟡
✏		65	NO keyword stuffing?	🔴
✏		66	Does the body text incorporate secondary / contextual related keywords?	🟢
✏		67	Is the content helpful for a visitor? Does it provide answers to his/her questions?	🔴
✏		68	Does every page have unique content throughout the entire website?	🔴
🛠		69	Do images have alt-tags and do they contain a keyword?	🔴
🛠		70	Are all images clickable?	🟡
✏		71	Do the file names of the images contain keywords?	🟡
✏		72	Does the content use correct grammar and spelling?	🟢
✏		73	Does the reading level correspond to the activity of the website?	🟢
✏		74	Does the content contain bullets or numbered lists?	🟢
🛠		75	NO overabundance of ads before content?	🟡
✏	Links	76	Are there internal links in the content of the site?	🔴
✏		77	Are there external links in the content of the site?	🔴

🖉	Links	(78)	Are the hyperlinks put on relevant anchor text?	🔴
🖉		(79)	Do hyperlinks have title-tags?	🟡
🖉		(80)	Are there quality backlinks to the website from other domains?	🟡
🖉		(81)	NO bad or toxic backlinks?	🔴
🖉	Social	(82)	Is the website also present on (relevant) social media platforms?	🟢
🖉		(83)	Is content on the website shareable on social media platforms?	🟢
🖉	Local	(84)	Does a Google My Business account exist for the entity?	🟡
🖉		(85)	Does a Bing Places for Business account exist for the entity?	🟡

Sources

1) A domain that starts with their target keyword has an edge over sites that either don't have that keyword in their domain (or have the keyword in the middle or end of their domain). A brand name is better still. Keep in mind: the rest of the website has to add up (the content must be relevant to the keyword in the domain).
(source: https://yoast.com/domain-names-seo/)

2) Making sure all WhoIs contact information matches, besides billing and tech contact info, with your Privacy Policy and your Contact Us page seem like legit SEO recommendations, and make total sense.
(source: https://www.searchenginejournal.com/seo-question-do-whois-privacy-services-harm-seo/5874/)

3) A site that's difficult to use can hurt rankings indirectly by reducing time on site, pages viewed and bounce rate.
(source: https://backlinko.com/google-ranking-factors)

4) Html5 contains more semantic, graphic and multimedia elements
(source: https://www.w3schools.com/html/html5_intro.asp)

5) This is one of those small details that will improve Google and Bing's understanding (and confidence in their understanding) of your content, and that will help your SEO efforts.
(source: https://www.semrush.com/blog/semantic-html5-guide/)

6) Google's support pages show that valid HTML matters. Clean, valid HTML is a good insurance policy and can help pages render and load faster.
(source: https://www.searchenginejournal.com/google-valid-html/258881/)

7) Making the code unnecessarily complex makes it difficult for bots to crawl and understand the website. The loading speed will suffer accordingly. Speed is an important ranking factor, especially on mobile and on slower networks.
(source: https://developers.google.com/web/tools/lighthouse/audits/dom-size)

8) There are indirect benefits for SEO having a favicon. There is increased usability of the site and it increases user experience when the visitor puts the website in his bookmarks.
(source: https://www.woorank.com/en/blog/the-importance-of-favicons-for-seo)

9) Pages that support microformats may rank above pages without it. This may be a direct boost or the fact that pages with microformatting have a higher SERP CTR. Google uses structured data that it finds on the web to understand the content of the page. Google Search also uses structured data to enable special search result features and enhancements.
(source: https://yoast.com/structured-data-schema-ultimate-guide/)

10) Make sure the markup is validated to have effect.
(source: https://search.google.com/structured-data/testing-tool)

11) A breadcrumb trail on a page indicates the page's position in the site hierarchy. A user can navigate all the way up in the site hierarchy, one level at a time, by starting from the last breadcrumb in the breadcrumb trail.
(source: https://developers.google.com/search/docs/data-types/breadcrumb)

12) You should avoid and minimize the use of blocking JavaScript, especially external scripts that must be fetched before they can be executed.
(source: https://developers.google.com/speed/docs/insights/BlockingJS)

13) Before the browser can render content it must process all the style and layout information for the current page. As a result, the browser will block rendering until external stylesheets are downloaded and processed, which may require multiple roundtrips and delay the time to first render.
(source: https://developers.google.com/speed/docs/insights/OptimizeCSSDelivery)

14) Fetching resources over the network is both slow and expensive: the download may require multiple roundtrips between the client and server, which delays processing and may block rendering of page content, and also incurs data costs for the visitor.
(source: https://developers.google.com/speed/docs/insights/LeverageBrowserCaching)

15) Images often account for most of the downloaded bytes on a page. As a result, optimizing images can often yield some of the largest byte savings and performance improvements: the fewer bytes the browser has to download, the less competition there is for the client's bandwidth and the faster the browser can download and render content on the screen.
(source: https://developers.google.com/speed/docs/insights/OptimizeImages)

16) All modern browsers support and automatically negotiate gzip compression for all HTTP requests. Enabling gzip compression can reduce the size of the transferred response by up to 90%, which can significantly reduce the amount of time to download the resource, reduce data usage for the client, and improve the time to first render of your pages.
(source: https://developers.google.com/speed/docs/insights/EnableCompression)

17) Minification refers to the process of removing unnecessary or redundant data without affecting how the resource is processed by the browser - e.g. code comments and formatting, removing unused code, using shorter variable and function names, and so on.
(source: https://developers.google.com/speed/docs/insights/MinifyResources)

18) Redirects trigger an additional HTTP request-response cycle and delay page rendering.
(source: https://developers.google.com/speed/docs/insights/AvoidRedirects)

19) Load the main content of your page first. Structure your page so the initial response from your server sends the data necessary to render the critical part of the page immediately and defer the rest.
(source: https://developers.google.com/speed/docs/insights/PrioritizeVisibleContent)

20) CDNs can help your users load your website faster by serving your static resources in nodes all around the world.
(source: https://gtmetrix.com/why-use-a-cdn.html)

21) In 2015, Google released an algorithm update (mobilegeddon) that favours mobile optimized websites on mobile
(source: https://developers.google.com/search/mobile-sites/mobile-seo/?hl=en)

22) While not a direct Google ranking factor, AMP may be a requirement to rank in the mobile version of the Google News Carousel.
(source: https://developers.google.com/amp/)
(source: https://www.ampproject.org/)

23) When Googlebot crawls a page and sees this tag, it will drop that page entirely from Google Search results.
(source: https://support.google.com/webmasters/answer/93710?hl=en)

24) There's no harm to SEO in having an HTML sitemap. Because it's another form of internal linking, it will do some small amount of good. Search engines reward sites that are easy to use and that, in many cases, you can improve your site's ranking by improving your user experience. It may be the case that you provide a better user experience by providing an HTML sitemap.
(source: https://www.practicalecommerce.com/SEO-HTML-XML-Sitemaps-Explained)
(source: https://www.crazyegg.com/blog/seo-benefits-of-xml-html-sitemaps/)

25) An XML sitemap lists a website's important pages, making sure Google can find and crawl them all, and helping it understand your website structure.
(source: https://www.crazyegg.com/blog/seo-benefits-of-xml-html-sitemaps/)
(source: https://yoast.com/what-is-an-xml-sitemap-and-why-should-you-have-one/)

26) A robots.txt file tells search engine crawlers which pages or files the crawler can or can't request from your site.
(source: https://support.google.com/webmasters/answer/6062608?hl=en)
(source: https://developers.google.com/search/reference/robots_txt?hl=en)

27) robots.txt is used primarily to manage crawler traffic to your site, and occasionally to keep a page off Google, depending on the file type.
(source: https://support.google.com/webmasters/answer/6062608?hl=en)

28) A feature that can be utilized on the robots.txt file is the XML Sitemap declaration.
Since search engine bots start crawling a site by checking the robots.txt file, it provides you an opportunity to notify them of your XML sitemap(s).
(source: https://yoast.com/ultimate-guide-robots-txt/)

29) Google has confirmed that it uses HTTPS as a ranking signal.
(source: https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html)

30) Mixed content occurs when initial HTML is loaded over a secure HTTPS connection, but other resources (such as images, videos, stylesheets, scripts) are loaded over an insecure HTTP connection.
(source: https://developers.google.com/web/fundamentals/security/prevent-mixed-content/what-is-mixed-content)

31) If you have a single page accessible by multiple URLs, or different pages with similar content, Google sees these as duplicate versions of the same page. If you don't explicitly tell Google which URL is canonical, Google will make the choice for you, or might consider them both of equal weight, which might lead to unwanted behaviour.
(source: https://support.google.com/webmasters/answer/139066?hl=en)

32) If you have multiple versions of a page for different languages or regions, tell Google about these different variations. Doing so will help Google Search point users to the most appropriate version of your page by language or region.
(source: https://yoast.com/hreflang-ultimate-guide/)

33) SEO friendly urls allow you to put keywords in your urls that make sense for a human.
Beneficial for SEO too.
(source: https://yoast.com/seo-friendly-urls/)

34) A custom 404 page can be branded with your site and provide helpful information
(source: https://support.google.com/webmasters/answer/93641?hl=en)

35) Google prefers sites with an "appropriate amount of contact information". Supposed bonus if your contact information matches your whois info.
(source: https://backlinko.com/google-ranking-factors)

36) Internal search can provide you tons of information about the topics your visitors are looking for on your site. This allows you to build a content strategy for the future.
(source: https://yoast.com/internal-search/)

37) The privacy policy, a cookie policy, terms of service. All of these are must-haves, and Google does pay attention to them. Since Google also gathers information from your site and your visitors, they do require you to have a policy stating just that. Also keep GDPR in mind especially for cookies.
(source: https://www.woorank.com/en/blog/privacy-policy-seo-impact)

38) Idem

39) Idem

40) Idem

41) How you've structured the information on the site might play a crucial role in its crawlability. For example, if your site features pages that aren't linked to from anywhere else, web crawlers might have difficulty accessing them.
(source: https://www.semrush.com/blog/what-are-crawlability-and-indexability-of-a-website/)

42) Broken links are always a bad experience for your users, but also for the crawlers. Every page the search bot is indexing (or trying to index) is a spend of crawl budget. With this in mind, if you have many broken links, the bot will waste all of its time to index them and won't arrive to relevant and quality pages.
(source: https://www.semrush.com/blog/crawlability-issues/)

43) Since visual search is getting increasingly important - as seen in Google's vision for the future of search - it could turn out to provide you with a nice bit of traffic.
(source: https://yoast.com/image-seo/)

44) Without any tracking or analysis, optimization is impossible
(source: https://yoast.com/tracking-seo-google-analytics/)

45) Verification is the process of proving that you own the site or app that you claim to own. Google needs to confirm ownership because once you are verified for a site or app you have access to its private Google Search data, and can affect how Google Search crawls it.
(source: https://support.google.com/webmasters/answer/35179?hl=en)

46) Submit robots.txt to Google Search Console to have effect.
(source: https://support.google.com/webmasters/answer/6078399?hl=en)

47) A robots.txt file is a text file which is read by search engine spiders and follows a strict syntax. These spiders are also called robots – hence the name – and the syntax of the file is strict simply because it has to be computer readable. That means there's no room for error here.
(source: https://yoast.com/ultimate-guide-robots-txt/)

48) Similar to Google Search Console, Bing Webmaster Tools offers a plethora of analysing tools
(source: https://www.benjaminslap.be/a-closer-look-at-bing-webmaster-tools/)

49) See topic 45

50) Submit your sitemap to Google Search Console to have effect.
(source: https://support.google.com/webmasters/answer/7451001)

51) See topic 50

52) See topic 36. Tracking on-site search queries will give you insights about the search behaviour of your site's visitors.
(source: https://support.google.com/analytics/answer/1012264?hl=en)

53) Goals measure how well your site or app fulfills your target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of your business.
(search: https://support.google.com/analytics/answer/1012040?hl=en)

54) It's a good practice to create multiple views since this gives you more leverage and flexibility in your measurements.
(source: https://online-metrics.com/google-analytics-views/)

55) Traffic from yourself or the customer to the website corrupts and pollutes the data in Google Analytics.
(source: https://support.google.com/analytics/answer/1033162?hl=en)

56) idem

57) The more you can understand the website's visitors' profiles, the better you can make plans for the future.

58) Serving a 301 indicates to both browsers and search engine bots that the page has moved permanently. Search engines interpret this to mean that not only has the page changed location, but that the content—or an updated version of it—can be found at the new URL. The engines will carry any link weighting from the original page to the new URL.
(source: https://moz.com/learn/seo/redirection)

59) Meta title tags are a major factor in helping search engines understand what your page is about, and they are the first impression many people have of your page.
(source: https://moz.com/learn/seo/title-tag)

60) Google announced in September of 2009 that neither meta descriptions nor meta keywords factor into Google's ranking algorithms for web search. Meta descriptions can however impact a page's CTR (click-through-rate) on Google which can positively impact a page's ability to rank.
(source: https://moz.com/learn/seo/meta-description)

61) A good meta description convinces people that your page offers the best result to their query. This means that you'll have to find out what people are looking for when your page will show up in the search results.
(source: https://yoast.com/wordpress/plugins/seo/meta-description-length-check/)

62) Along with your title tag, Google uses your H1 tag as a secondary relevancy signal.
(source: https://www.searchenginejournal.com/important-tags-seo/156440/)

63) A blog post should contain at least 300 words in order to rank well in the search engines.
(source: https://yoast.com/academy/seo-copywriting-training/text-length/)

64) Using headings well is helpful for your users, increases chances of people actually reading your article, improves accessibility and contributes to SEO.
(source: https://yoast.com/how-to-use-headings-on-your-site/)

65) It's one of the oldest spam tactics on the books, yet it's still being used, and the search engines still don't like it.
(source: https://searchengineland.com/guide/seo/violations-search-engine-spam-penalties)

66) Secondary keywords can help to add context and they can act as a relevancy signal.
(source: https://backlinko.com/google-ranking-factors)

67) Are you producing quality content? Do you provide a reason for people to spend more than a few seconds reading your pages? Do you offer real value, something of substance to visitors that is unique, different and useful that they won't find elsewhere?
(source: https://searchengineland.com/guide/seo/content-search-engine-ranking)

68) Identical content on the same site (even slightly modified) can negatively influence a site's search engine visibility. Avoid duplicated content. Also see topic 30.
(source: https://support.google.com/webmasters/answer/66359?hl=en)

69) Google extracts information about the subject matter of the image from the content of the page, including captions, alt text and image titles.
(source: https://support.google.com/webmasters/answer/114016?hl=en)

70) Idem

71) Idem

72) There is no algorithm to detect poor grammar but it certainly isn't helpful to get a good user experience. Keyword stuffing or content spinning often lead to strange grammatical constructions making it difficult to read for a human being.
(source: https://youtu.be/qoFf6Kn4K98)

73) This means you have to write at the level of your audience and that you mustn't make content overly complex just to put some extra keywords in. A cleaning company's website will use simpler phrases compared to a lawyer's website.
(source: https://yoast.com/does-readability-rank/)
(source: https://yoast.com/readability-ranks/)

74) Bullet points offer dual incentives for your SEO and conversion metrics. They break up the page and stand out from the rest of the text, which means they've got a better chance of being read.
(source: https://www.searchenginejournal.com/4-content-techniques-that-will-improve-seo-sales/43460/)

75) Often referred to as Top Heavy, this penalty is reserved for sites that frustrate the user experience by placing an overabundance of ads before content.
(source: https://searchengineland.com/guide/seo/violations-search-engine-spam-penalties)

76) By following links Google can work out the relationship between the various pages, posts and other content. This way Google finds out which pages on your site cover similar subject matter.
(source: https://yoast.com/internal-linking-for-seo-why-and-how/)

77) Outbound links most definitely matter for SEO. It's an indication for relevancy and it adds to the user experience.
(source: https://yoast.com/outbound-links/)

78) SEO-friendly anchor text is succinct, relevant to the linked-to page, not generic and has a low keyword density.
(source: https://moz.com/learn/seo/anchor-text)

79) The link title (the text that appears when you hover over a link) may also be used as a relevancy signal.
(source: https://backlinko.com/google-ranking-factors)

80) A quality backlink comes from a domain that has a high ranking factor itself, or is topically related to your website's activity.
(source: https://searchengineland.com/guide/seo/link-building-ranking-search-engines)

81) The exact opposite of the previous point. Sometimes bad backlinks are easy to find, sometimes you do have to check the website itself to see if and why the backlink can have a negative impact on your website.
(source: https://yoast.com/clean-bad-backlinks/)

82) Google has repeatedly said that it's not using the major social networks of Facebook and Twitter as a means to rank pages. However, conventional wisdom among many SEOs is that social is important as an indirect factor. Content that gets socially shared can, in turn, pick up links or gain engagement, which are direct ranking factors. As a result, paying attention to social media is important to SEO success.
(search: https://searchengineland.com/guide/seo/social-media-ranking-search-results)

83) Getting quality social shares is ideal, but being shared widely on social networks is still helpful. Good things happen when more people see your site or brand.
(source: https://searchengineland.com/guide/seo/social-media-ranking-search-results)

84) Google My Business uses many factors to determine rankings (relevance, distance, prominence).
(source: https://yoast.com/google-my-business/)

85) Idem, but for Bing