



## A SCHEDULE



### Monthly Checkups: (Schedule these once a month)

- Review sitemaps and update if necessary.
- Review 404 errors and schedule fixes if necessary
- Review Accelerated Mobile Pages (AMP)



### Bi-Monthly Checkups: (Schedule these approx. every 8 weeks)

- Review structured data
- Test site speed
- Check title tags
- Check meta descriptions
- Check H1s
- Check Alt tags
- Spot-check site content





## Quarterly Checkups: (Schedule these once every 3 months)

- Assess keyword targets - are you gaining ground or should you think about re-optimizing?
- Run "Links To Your Site" report in Search Console to check for bad links
- Look at historical site performance (this quarter, the last 12 months, and all-time) to see how current performance compares to past performance
- Review robots.txt and sitemap.
- Check on all items covered in monthly and bi-monthly checkups



## Yearly Checkup: (Schedule these once a year)

- Content Audit
- Information Architecture Review

