



A SCHEDULE



Monthly Checkups: (Schedule these once a month)

Review sitemaps and update if necessary.

Review 404 errors and schedule fixes if necessary



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

