

SEO Best Practices Checklist for Accountants

Google My Business Optimization

- Take ownership of your Google My Business (now Google Business Profile) listing.
- Ensure all details like contact information, photos, opening hours, and customer reviews are accurately filled out.

Website Development

- Build a website that is mobile-friendly, as most users access the internet via mobile devices.
- Ensure the website is easy to navigate and responsive across all devices.

Keyword Optimization

- Utilize Google Autosuggest to identify common search queries relevant to your services.
- Integrate these keywords naturally into your website's content, including titles, meta descriptions, and body text.

Perform Comprehensive Keyword Research

- Use tools like Google Keyword Planner to find high-traffic, low-competition keywords.
- Apply these keywords strategically across your website to enhance visibility.

Content Creation

- Produce original, high-quality content that establishes your authority in the accounting field.
- Keep your content fresh and updated to engage visitors and encourage them to return.