

RESOURCES:

Free Business Listings Scan to Check For Consistency

- <https://www.optimizeyourlocation.com/partner/monopolizeyourmarketplace/diagnostic.html>

Google Business:

- **Login:** <https://business.google.com/>
 - Go to your profile and update any information that is blank

Free SEO Speed Test Tools:

- **Google Page Speed Insights:**
<https://developers.google.com/speed/pagespeed/insights/>
 - Be sure to check both your Desktop and Mobile results (You only have to run the report once, but there are 2 separate tabs - for desktop and mobile)
- **GTMetrix:** <https://gtmetrix.com/>

Free Content Structure / Heading Code Analysis

- **SEO Webpage Analyzer:** <http://www.seowebpageanalyzer.com/>
 - Enter your URL
 - Click Analyze
 - Scroll to the Headings Structure section - it will either say that your structure is "Fine", or it will point out what is incorrect.
 - Tip: Remember to run this on several pages of your site, not just the home page.

- Bonus: This tool also provides additional analysis of your content, including most used words and keywords.

Free Sitemap Checker - See If You Have A Sitemap On Your Website

- XML Sitemap Checker: <https://www.seoptimer.com/sitemap-checker>

Generate A Sitemap, Add It To Your Website, Submit It To Google

- An Amazing walkthrough of creating a Sitemap and Submitting it to Google: <https://neilpatel.com/blog/xml-sitemap/>

Free Schema Code (AKA Rich Results) Checker:

- Google's Rich Result Tester: <https://search.google.com/test/rich-results>
 - Type in your website URL
 - Click "Run"
 - Wait for results (60 seconds)
 - If you see a big, green checkmark, that means that the schema on your website is set up properly
 - Note: Since we are looking at your main URL, the two types of sitelinks you should have are:
 - Organization
 - Local Business
 - Sitelinks

Free Plugins That Automate Schema Code: (made for WordPress)

Both solutions require some setup - mostly data entry so that the software can create your code. This is a “once and done” setup, unless something about your business changes.

- Rank Math: <https://rankmath.com/>
- Schema And Structured Data for WP: <https://wordpress.org/plugins/schema-and-structured-data-for-wp/>

Get a Free Website Audit From Level 10 Contractor

- <https://www.level10contractor.com/website-audit/>