

SEO Trust Checklist

Today

- ☐ **Enable HTTPS** across your site. This involves obtaining an SSL certificate. Work with a developer if you need help.
- ☐ Find issues that need to be addressed using Semrush's **Site Audit** tool.

This Week

- ☐ Create or update your about us page. Include team photos, the company mission, your physical address, and contact information.
- ☐ Add contact information to a dedicated contact page and in your website footer.
- ☐ Claim your Google Business Profile if you're a local business. Go to **business.google.com**, verify your listing, and fill out all your business details.

This Month and Beyond

- ☐ Add author names to articles and create author bio pages. On each bio page, add a headshot, credentials, and two to three sentences about expertise.
- ☐ Update old articles. Refresh outdated content with new information and add "Last updated: [date]" to the top of those pages.
- ☐ Earn quality backlinks. Contribute guest posts on industry blogs or get quoted in trade publications.
- ☐ Publish new, high-quality content that incorporates elements like original images, reputable source citations, and specific examples.
- ☐ Collect customer reviews. Email recent customers asking for Google or industry platform reviews.
- ☐ Work through technical issues discovered with Semrush's **Site Audit** tool.