

## Free Advanced Website Success Checklist

Prior to addressing the issues raised in the Advanced Website Success checklist please go to [Phase One Website Success Checklist](#). All the issues on that list should be addressed first.

LPH is pleased to share important and necessary information on the basic requirements for achieving success for your business on the Internet.

### **This LPH Advanced Website Success Checklist includes:**

- Is your website marketing copy search engine optimized?
- Website Visitor Metrics and Analytics to keep you informed
- Does your website have a Sitemap?
- Does your website have Structured Data Markup?
- Does your website have Semantic / TF-IDF Optimization?
- Does your website have a Robots.txt file?

### **Is your website marketing copy search engine optimized?**

Your website's content marketing must have unique informative copy. Unique copy is a must. The search engine penalize plagiarized or duplicate copy. Use a plagiarism checker to ensure you have original copy.

### **Do you have Website Visitor Metrics and Analytics?**

Website Visitor Metrics and Analytics are needed to track the efficiency of each page. How many visits to each page? How many click throughs to other pages? how much time on each page? All important web page metrics that keep you informed about the very successful pages and the pages that can be made more effective.

Does your website have a Sitemap?

A XML sitemap, with every page listed with a priority rating tells the search engines which pages are more important. Go to Google Webmaster tools and test your web pages for this important requirements.

Does your website have Structured Data Markup?

Structured Data Markup is needed to convert unstructured data into a more easily understandable format for the search engines. Go to Google Webmaster tools and test your web pages for this important requirement.

### **Does your website have Semantic / TF-IDF Optimization?**

Semantic Mobile First Optimization that is TF-IDF Optimized is needed for high rankings with Mobile First. With Voice Search which is the fasting growing part searching on the Internet TF-IDF Optimization is a must.

### **Does your website have a Robots.txt file?**

A Robots.txt file tells the search engine spiders what not to index and which version of your website to spider example: <https://> instead of <http://>. Google Webmaster tools allows you to test your web pages for this important requirements.

When all the requirements on the Basic Website Success Checklist & Advanced Website Success Checklist are completed your website will be in much improved competitive position.

## The LPH Vision and Mission

LPH focuses on assisting our customers in creating more business. Getting high search engine rankings is good.

Having substantially more business is GREAT!!!

High Search Engine Rankings + Effective Internet Marketing = Substantially More Business

Best wishes for much success on the Internet.

The LPH Team

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