10 Step Website Checklist

lightbox

HOW TO WIN THE RACE IN GOOGLE SEARCH:

☐ **Include your candidate's full name** in the name of the website (URL)

☐ Write meta descriptions (summaries on your website) **using high-volume search terms that feature your campaign's messaging**

☐ **Create pages and blogs** that contain content with high-volume search terms (eg:covid-19)

☐ Use keywords and phrases that **answer commonly searched questions**

☐ **Check your website's speed and performance**, especially for mobile devices, 2-5 seconds is ideal (try gtmetrix.com)

☐ **Build quality third-party links** (eg: Ballotpedia, Wikipedia, etc.)

☐ Ask your supporters to **share links to your website on social media or personal platform**

☐ **Monitor backlinks** to your opposition's website

☐ Secure your site: use **security certificates** (https vs. http)

☐ **Build a sitemap** with clear links to donate pages and upload to Google Search Console