



## **SkyPoint Studios**

### *SEO Fitness Test*

Instructions: Put a 1 or a 0 in the box for the question. 1 if you are doing it and 0 if you are not.

- |   |       |
|---|-------|
| 1. Has keywords of common search phrase in domain         | _____ |
| 2. Updates the content on website every 3 months          | _____ |
| 3. Posts a blog piece every month or every other month    | _____ |
| 4. Has an industry resources page located on website      | _____ |
| 5. Posts on social media daily or weekly at least         | _____ |
| 6. Has at least 3 good client testimonials online         | _____ |
| 7. Complete Google My Business profile w/ map             | _____ |
| 8. Multiple business profiles online (Yelp, FB, LI, etc)  | _____ |
| 9. Belongs to 2 or more organizations with backlinks      | _____ |
| 10. Updates portfolio of work/ picture gallery on website | _____ |

Add up all of the points from the questions above and put total here: \_\_\_\_\_  
TOTAL

### **SCORING**

8 or above = Excellent SEO potential

6 or above = Good SEO potential

4 or above = Ok, but may not rank well

2 or below = Need to work harder on SEO