

## Duplicate Content (Site)



### **By Digital Marketing Team**

Check

Yes / No

Has the site lost organic search traffic at a time that corresponds with a Google Panda update?

Are there any duplicate <title> tags?

Are there any duplicate meta descriptions?

Is a development, or other duplicate sub-domain indexed?

Is there 3rd party duplicate content?

Are there multiple versions of pages e.g. http & https, trailing / and non-trailing slash, www and non-www etc? If so, are they properly canonicalized?

### **On-Site Content Targeting (General)**

Check

Yes / No

Do your <title> tags rock?

Are all img alt tags properly optimized?

Does the site have a robust internal link strategy?

### **On-Site Content Targeting - Single Location**

Check

Yes / No

Is the business city and state abbreviation in every <title> tag e.g. Costa Mesa, CA?

Is the business NAP info on every page?

Is the phone number a local phone number or a toll free phone #?

Are individual service area pages built out to target locations where the business doesn't have a physical location?

Is the content on individual services area pages unique?

Are top services/products linked to off the home page?

Are top service area pages linked off the homepage?

Is NAP and other business information marked up in schema.org?

### **On-Site Content Targeting - Multi-location**

Check

Yes / No

Do you have a unique URL for every physical location of the business?

Do location pages have the physical location NAP information on them?

Is there a store locator page to easily help users find the location closest to them?

Are the location pages organized in a State -> City -> Location structure?

Are their breadcrumbs for State -> City -> Location on each page as you navigate deeper into their location structure? Are they marked up in schema.org/Breadcrumbs?

Are city and state abbreviations only in <title> tags for location or service area pages?

Are location/service area pages using a local phone # or a toll free #?

On location pages, are their links to other nearby locations? Is the anchor text for those links geo-targeted?

On location pages, are their links to top level service and product pages? Is the anchor text human readable and keyword targeted?

<b>Technical Issues</b>	
<b>Check</b>	
Are there any 400 or 500 level errors in Google Webmaster Tools?	
Do any of the pages returning errors have external links pointing at them?	
Do any of the pages returning errors normally get traffic?	
Are any pages on the site linking to these pages returning errors?	
Has a XML sitemap been submitted to GWT?	
Is the site using schema.org/LocalBusiness or a variant for NAP information?	
Is the site using schema.org/Review for customer reviews?	
Is the site fast?	
Have URL Parameter's been set in Google Webmaster Tools?	
Is rel="publisher" setup?	
Is site blocked in /robots.txt?	
Is the site mobile friendly?	
<b>Link Issues</b>	
<b>Check</b>	
Is there a manual webspam action?	
Has the site lost organic search traffic at a time the correspond with a Google Penguin update?	
Is more than 20% of link anchor text commercial/exact match anchor text?	
Do you have a large percentage of low quality links?	
<b>Local Data Ecosystem Issues</b>	
<b>Check</b>	
Are their duplicate/inaccurate business listings on Internet Yellow Page sites (e.g superpages.com)?	
Has Google My Business Listing Been Claimed And Verified?	
Are their duplicate/inaccurate Google My Business listings?	
Is the information on the Google My Business Listing accurate?	
Does the NAP information on the Google My Business page match the information on the business website?	
Are the Google My Business categories accurate?	
Has Bing Places for Business listing been claimed and verified?	
Has Foursquare listing been claimed and optimized?	
Has a Facebook Local Business Page been claimed and optimized?	
Is there a single, accurate listing, per business location on Localeze?	
Is there a single, accurate listing, per business location on InfoGroup?	
Is there a single, accurate listing, per business location on Acxiom?	
Is the business information accurate on Apple Maps?	