

20 Point Authority Checklist

*Discover What It Takes To Triple Your Traffic,
Boost Your Income & Win With The *New* Google.*

By David Jenyns

1. Ensure your website is modern & professional

Functional page design, mobile friendly, privacy policy, sitemap, etc - pretty much website 101. When was your website built? If it's older than 3-4 years – you should look at updating.

Need a hand building your website? Check out:

<http://www.melbourneseoservices.com/seo-services-australia/wordpress-site-with-seo-marketing/>

2. Follow best practise onpage SEO

1 keyword per page, no keyword stuffing, good internal linking, no sneaky redirects, hidden text etc.

Leaked report states: "Pages may be created to lure search engines and users by repeating keywords over and over again, sometimes in unnatural and unhelpful ways. Such pages are created using words likely to be contained in queries issued by users. Keyword stuffing can range from mildly annoying to users, to complete gibberish.

Pages created with the intent of luring search engines and users, rather than providing meaningful MC to help users, should be rated Lowest."

Need a hand with your SEO? Check out:

<http://www.melbourneseoservices.com/seo-services-australia/seo-starter-pack/>

3. Have visible contact and customer service details

Include phone, address, contact forms and matched with web directories. See point #4 (below) for further leaked report information.

4. Have an 'About us' page with your story

Tell your (and/or your business') story. Include links, photos and positioning proof.

Leaked report states: "Most websites have "contact us" or "about us" or "about" pages which provide information about who owns the site. Many companies have an entire website or blog devoted to who they are and what they are doing, what jobs are available, etc. Google and Marriott are both examples of this."

Need a hand tell your story? Check out:

<http://melbournevideo.com.au/>

5. Demonstrate authority

Publish photos, videos, interviews and other media.

Leaked report states: "Many other kinds of websites have reputations as well. For example, you might find that a newspaper website has won journalistic awards. Prestigious awards, such as the Pulitzer Prize award, are strong evidence of very positive reputation."

When a high level of authoritativeness or expertise is needed, the reputation of a website should be judged on what expert opinions have to say. Recommendations from expert sources, such as professional societies, are strong evidence of very positive reputation."

6. Display case studies / reviews

Encourage past clients to document their experience working with you and then share this on your website and/or other review sites relevant to your industry.

Leaked report states: "A website's reputation is based on the experience of real users, as well as the opinion of people who are experts in the topic of the website."

7. Regularly maintain your site

You need to be watching in Google WebMaster Tools for identified issues and be regularly improving and adding content over time.

Leaked report states: "Poke around: Links should work, images should load, content should be added and updated over time, etc."

Need a hand with some website maintenance? Check out:

<http://www.melbourneseoservices.com/seo-services-australia/hire-seo-specialists-by-the-hour/>

8. Have a growing body of work

There is no perfect answer to how many pages a site should be and/or how quickly it should grow. That said, more pages equal a greater chance to get found.

Leaked report states: "How frequently a website should be updated depends on its purpose. However, all High quality websites are well cared for, maintained, and updated appropriately."

Need a hand create your content strategy? Check out:

<http://www.authoritycontent.com/>

9. Every page must be useful

Ensure you remove all duplicate, thin or not useful pages – they could be harming your rankings.

Leaked report states: “If a page is deliberately created with no main content, use the Lowest rating. Why would a page exist without main content? Pages with no main content are usually lack of purpose pages or deceptive pages.

Webpages that are deliberately created with a bare minimum of main content, or with main content which is completely unhelpful for the purpose of the page, should be considered to have no main content.

Pages deliberately created with no main content should be rated Lowest.”

10. Use video content

Although not clearly singled out in the Google’s report we have found a high correlation between websites that rank highly and those that use web video. Many of the example “high quality” sites display video. What’s more, with smart YouTube marketing, videos can drive their own traffic and rankings.

11. Gain engagement (comments / shares)

Similar to the previous point although not clearly singled out, we have found a high correlation between websites that rank highly and those with strong social signals (especially Google +1s). Many of the example “high quality” sites also have great user engagement metrics.

12. Manage Google properties

Google looks to its own properties first to determine who is responsible for creating content on a page and accordingly one of the best ways to keep them informed is to maintain profiles on Google Local Business, YouTube and Google Plus.

Leaked report states: “Every page belongs to a website, and it should be clear:

- Who (what individual, company, business, foundation, etc.) is responsible for the website.
- Who (what individual, company, business, foundation, etc.) created the content on the page you are evaluating.

Websites are usually very clear about who created the content on the page.”

13. Have multiple social channels

It is advised as much for a Google play, as it is for a defensive Google play. You need to build up multiple communication channels to reach your clients and prospects. Even though we love free Google traffic, you never want to put your all your eggs into one basket.

Need a hand setting up your social media profiles? Check out:

<http://www.melbourneseoservices.com/seo-services-australia/hire-seo-specialists-by-the-hour/>

14. Have 'natural' / 'clean' link profile

You need to build a variety of links, from a variety of sources. This is Google's Penguin Update 101 and if you have engaged in subpar SEO practises in the past, you need to clean these up.

Need a hand cleaning up? Check out:

<http://www.melbourneseoservices.com/order-consultation/panda-penguin-recovery/>

15. Conduct reputation management

Google raters are encouraged to do their research and determine if you and/or business have a positive reputation. It's important to setup Google Alerts for your name, company name and brand terms to ensure nothing slips through.

Leaked report states: "Look for articles, reviews, forum posts, discussions, etc. written by people about the website. For businesses, there are many sources of reputation information and reviews. Here are some examples: Yelp, Better Business Bureau (a nonprofit organization that focuses on the trustworthiness of businesses and charities), Amazon, and Google Product Search. You can try searching on specific sites to find reviews."

16. Work with other authorities

One of the best ways to gain Google's trust and increase your E-A-T score is to borrow trust from already trusted sources. Identify experts in your industry and look for opportunities to work together.

17. Build a list

Perhaps one of the most important assets in any business is having a list of prospects and clients and communicating with them on a regular basis. Best of all this helps you become Google proof, as you have a group of people ready and waiting to hear from you.

Need a hand with setting this up? Check out:

<http://www.melbourneseoservices.com/seo-services-australia/hire-seo-specialists->

[by-the-hour/](#)

18. Create products to educate & motivate

No matter what industry, no matter what business – you need be creating products and information to help educate and motivate your clients to do business with you. When correctly deployed, this strategy positions you as the trusted advisor, feeds Google the quality content it wants and adds a new stream of income to your business with little or no ongoing work.

Need a hand with this strategy? Check out:

<http://www.authoritycontent.com/consult>

19. Author a book

Authorities author books - it's that simple. One of the quickest ways to leapfrog to success and authority status is to write a book. When combined with the Authority Content Methodology – your competition doesn't stand a chance.

Need a hand? Check out:

<http://www.authoritycontent.com/>

20. Play the long game & consistency.

Winning with Google (and in business) is more a marathon than it is a sprint. It's important to have a clear focus, working on the right things and do it consistently. Consistently create great content that helps your target market and deliver it by following Google's best practise guidelines and you'll reap the rewards.

If you'd like help executing part, or all, of this 20 Point Authority Checklist we're here to help. With a range of options including "Do it yourself home study courses", "Do it with me coaching programs" and "Done for you solutions" you can get the help you need to become the authority in your niche.

To get started, book your Free 30 minute Authority Content Consult here:

<http://www.authoritycontent.com/consult>