SOLID FRAMING*/

It'll take more than a tornado to take you down, Lets tweak this to meteor proof.

SEO Audit + Social Proof Checklist

A two-part guide to help you increase visibility and trust through organic search improvements and strategic credibility boosters.

Section 1: Mini SEO Audit (Homepage-Focused)

Objective: Tune up your homepage so search engines (and humans) can understand and index it clearly.

On-Page SEO Basics

- ☐ Does your homepage have a clear **page title** (not just your brand name)?
  Title tag: _____
- ☐ Is there a **meta description** under 160 characters?
  Meta: _____
- ☐ Do you use a proper **H1 heading** on the page?
  (Hint: Only one H1 per page—usually your main message.)
- ☐ Are **alt tags** filled in for homepage images?
- ☐ Is your site mobile responsive?

Keyword Clarity

- What is the **#1 keyword** or phrase this page should rank for?
  _____
- Does this keyword appear in your:
  ☐ Headline ☐ First paragraph ☐ Page title ☐ Image alt text

Section 2: Social Proof Essentials

Objective: Boost trust by making social validation visible and strategic.

Types of Social Proof to Prioritize

☐ **Testimonials** – Place 1–3 short quotes near the offer or CTA
☐ **Client Logos** – Show known brands or recognizable partners
☐ **Case Studies or Stats** – "We helped X increase Y by Z%"
☐ **Star Ratings / Reviews** – From Google, Yelp, or platform profiles
☐ **Press Mentions or Certifications** – Visual badges or quotes
☐ **Video Reviews** – Short clips that feel authentic and unscripted

Placement Strategy

Where is your strongest proof currently located?
☐ Homepage ☐ About page ☐ Hidden in decks ☐ Nowhere yet

Where should it appear for better visibility?
☐ Near headline ☐ Next to CTA ☐ Just above footer ☐ Service blocks

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🔧 Section 3: Quick Wins for Trust & Visibility

Choose one to complete this week:

☐ Improve your homepage title and meta description
☐ Add 1–2 testimonials above or below your main offer
☐ Embed star ratings or review badges near CTA
☐ Insert your main keyword naturally into homepage content
☐ Fix or compress any broken/slow-loading homepage image