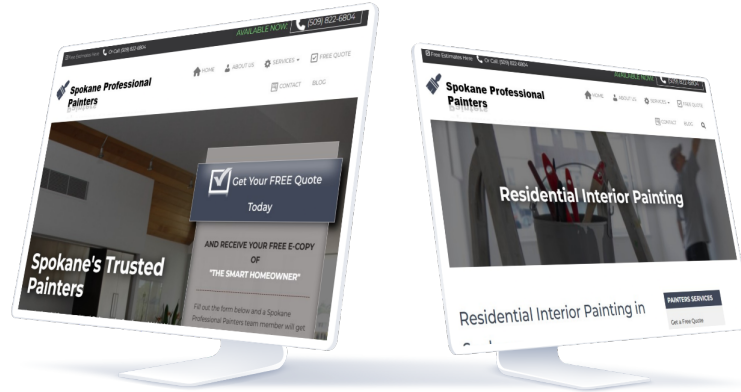


Spokane Professional Painters

On-Page Analysis



Company Info		Notes	
Website	https://spokaneprofessionalpainters.com/		
URL to Optimize	https://spokaneprofessionalpainters.com/		
New Page URL (If applicable)			
Company Name	Spokane Professional Painters		
Address	Spokane, WA		
Phone	(509) 822-6804		
Company Email			
Company Hours	Monday: 08:00 am - 05:00 pm Tuesday: 08:00 am - 05:00 pm Wednesday: 08:00 am - 05:00 pm Thursday: 08:00 am - 05:00 pm Friday: 08:00 am - 05:00 pm Saturday: Closed Sunday: Closed		
Company Description	We are proud to call Spokane home, and happily provide the best customer services and quality of work that Spokane has to offer in the world of Painters. Call us, we can help with any Painters project you have in and around Spokane, WA.		
Products & Services	Interior & Exterior Painting, Office Painting, Cabinet Painting		
Target Location	Spokane, WA		
Service Area			
Is Business an SAB ?	Yes	If SAB, is address displayed on website ?	No
Do they have a service area ?	Yes	Does the website have location pages ?	No
GBP URL			
Main Competitor Page #1	https://www.sawyerspainting.com/		
Main Competitor Page #2	https://certapro.com/spokane/		
Main Competitor Page #3	https://preblepaintingspokane.com/		
Main Competitor Page #4	https://www.panamerapainting.com/		
Main Competitor Page #5			

Socials	Reviews	Directories

Competitor Analysis

Competitor 1	Competitor 2	Competitor 3	Target URL
https://www.sawyerspainting.com/	https://certapro.com/spokane/	https://preblepaintingspokane.com/	https://spokaneprofessionalpainters.com/
Title	Title	Title	Title
Spokane Painter Sawyer's Painting	Spokane Painters Best Professional Interior & Exterior Painting Company Sookane. WA Commercial & Residential Painters	Preble Painting Company Spokane, WA - Interior & Exterior Painting	Spokane's Top Rated Painters Spokane Professional Painters
Meta Description	Meta Description	Meta Description	Meta Description
Sawyer's Painting provides you with the highest quality workmanship for jobs big & small as your premier local Spokane professional painter.	CertaPro Painters® in Spokane is your most trusted and referred local painter. Interior and exterior painting specialists. Expect help choosing colors, expert repairs and a focus on customer service. Call 509-838-9091 now so schedule your free painting estimate! Take the first step - call	We specialize in all phases of painting and structural coatings including Interior, Exterior, Residential & Commercial Painting.	Our Spokane painters will transform your home! Interior painting, exterior painting, decks & more. Call 720-547-2325 for a free quote.
H1	H1	H1	H1
#N/A	CertaPro Painters	OUR CUSTOMERS SAY	Spokane's Trusted Painters
	of Spokane and North Idaho	HAVE WE PAINTED IN YOUR NEIGHBORHOOD?	
H2	H2	H2	H2
#N/A	Find a CertaPro Painters	It's Upgrade Time!	Affordable Painters serving Spokane, WA
	Near You	It's Upgrade Time!	Painting Services We Provide
	Why CertaPro Painters	Residential Interior	Get Your Free Painting Quote - CALL NOW!
	Your Local Painters	Residential Exterior	Let's Talk!
	We Warranty Our Work	Commercial	Spokane Professional Painters
	Solid Reputation	Residential Cabinet Refinishing	
	Licensed & Insured	Choose Us? Well... Why Not?	
	Professional Painting Services		
	House Painting		
	Commercial Painting		
	Our Team		

Keywords & URL Check				E.E.A.T. Check (Home/Location Page)	
URL to Optimize				Privacy Policy:	<input checked="" type="checkbox"/>
Is the URL optimized?	Yes		Suggested URL (for better optimization):	Cookie Policy:	<input type="checkbox"/>
Is a location featured in URL?	No		Optimize page for geo/non-geo?	Terms and Conditions:	<input type="checkbox"/>
Is the page indexable:	<input checked="" type="checkbox"/>		Is the page indexed in Google?	Profile/About Us Page:	<input checked="" type="checkbox"/>
Is there Cannibalization?	<input type="checkbox"/>	URL 1:		Company License Number:	<input type="checkbox"/>
		URL 2:		Reviews displayed on page:	<input type="checkbox"/>
		URL 3:		Social Media Links:	<input type="checkbox"/>
Main Target Keyword:	Painters Spokane, WA				
Secondary Keywords:	Painting Company Spokane Painting Contractor Spokane Painting Services Spokane				
Keywords to Avoid:	N/A				
Entities:	Painting contractor, painting company, painting services, home painting services, paint jobs, painting project, color change, painting needs				

On-Page Elements				Notes
	Current	✓	Updated	✓
Meta Title Tag	Spokane's Top Rated Painters Spokane Professional Painters		Painters in Spokane, WA - Residential & Commercial Painting	<input type="checkbox"/>
Meta Description	Our Spokane painters will transform your home! Interior painting, exterior painting, decks & more. Call 720-547-2325 for a free quote.		Looking for professional painters in Spokane, WA? Our expert team offers top-quality interior & exterior painting services for homes and businesses. Contact us today at (509) 822-6804 for a free quote!	<input type="checkbox"/>
H1	Spokane's Trusted Painters		Trusted Painting Contractor in Spokane, WA	<input type="checkbox"/>
				New Content
	Current	✓	Updated	✓
Header Tags				
edit h2	<H2> Affordable Painters serving Spokane, WA		Expert Spokane Painters - Quality Service Guaranteed	<input type="checkbox"/>
h5 modify to p/span	<H5> Spokane Professional Painters is your first choice in Spokane for updating you home or office to reflect your style. Our team of highly skilled and trained painters are WA natives. Aside of providing professional expertise and quality services, Spokane Professional Painters offers free & fair estimates and upfront prices on all services provided. Your Spokane, WA Painters are only a call away! (509) 822-6804			<input type="checkbox"/>
h4 modify to h3	<H4> Always Available			<input type="checkbox"/>
h4 modify to h3	<H4> Free Estimates			<input type="checkbox"/>
h4 modify to h3	<H4> Painting Services			<input type="checkbox"/>
edit h2	<H2> Painting Services We Provide		Professional Painting Services in Spokane	<input type="checkbox"/>
h5 modify to p/span	<H5> At Spokane Professional Painters our goal is to provide you with the very best Painters services at a fair and reasonable price. We tackle all size projects with WA pride and WA quality. No job is too large or too small for the crew at Spokane Professional Painters.			<input type="checkbox"/>
h4 modify to h3	<H4> Residential Interior Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Rooms, Kitchen, Garage Floor			<input type="checkbox"/>
h4 modify to h3	<H4> Commercial Interior Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Office, Workspace, Restaurant			<input type="checkbox"/>
h4 modify to h3	<H4> Exterior Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Home, Business, Industrial			<input type="checkbox"/>
h4 modify to h3	<H4> Office Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Overnight, Weekend, Workspace			<input type="checkbox"/>
h4 modify to h3	<H4> Cabinet Painting			<input type="checkbox"/>
h6 modify to h4	<H6> Cabinets, Kitchens, Wood Grain			<input type="checkbox"/>
h4 modify to h3	<H4> Additional Services			<input type="checkbox"/>
h6 modify to h4	<H6> Wallpaper & Popcorn Removal			<input type="checkbox"/>
h2 modify to p/span	<H2> Get Your Free Painting Quote - CALL NOW!			<input type="checkbox"/>

	edit h2 to h3	<H2> What Our Customers Say	Reviews & Testimonials From Our Satisfied Clients	<input type="checkbox"/>
		<H5> Read a few of our client's reviews. Our customers are what makes us strive to be the very best Painters Experts in Spokane and the surrounding areas.		<input type="checkbox"/>
	h5 modify to p/span			<input type="checkbox"/>
	h4 modify to p/span	<H4> Samantha Prado		<input type="checkbox"/>
	h6 modify to p/span	<H6> Office Painting		<input type="checkbox"/>
	h4 modify to p/span	<H4> Brad Thompson		<input type="checkbox"/>
	h6 modify to p/span	<H6> Exterior Home Painting		<input type="checkbox"/>
	h4 modify to p/span	<H4> Mark McCory		<input type="checkbox"/>
	h6 modify to p/span	<H6> Cabinet Painting		<input type="checkbox"/>
	New H2		Add new h2: Frequently Asked Questions About Our Painting Company in Spokane	<input type="checkbox"/>
	New H3		Add new h3+content: What types of painting services do you offer in Spokane? A: We offer a variety of painting services in Spokane, including residential and commercial painting, interior and exterior painting, and specialized services like office and cabinet painting. Whether it's refreshing a single room or transforming your business space, we handle projects of all sizes with precision and care.	<input type="checkbox"/>
	New H3		Add new h3+content: How long will it take to complete my painting project? A: The time it takes to complete a painting project depends on its size and complexity. For smaller spaces like cabinets or individual rooms, we usually finish within a couple of days. Larger projects, such as exterior painting or commercial spaces, may take longer, but we always provide an estimated timeline upfront.	<input type="checkbox"/>
	New H3		Add new h3+content: Do you offer free estimates for painting services in Spokane? A: Yes! We offer free, no-obligation estimates for all painting services in Spokane, including residential, commercial, exterior, and interior painting. Our quotes are fair, transparent, and tailored to your specific needs, ensuring no surprises along the way.	<input type="checkbox"/>
	New H3		Add new h3+content: How do I prepare for a cabinet painting project? A: For cabinet painting, it's important to remove all items from your cabinets and clean the surfaces. We will handle the sanding, priming, and painting, ensuring a flawless finish. If needed, we can also offer guidance on minor repairs or touch-ups to ensure your cabinets look as good as new.	<input type="checkbox"/>
	h2 edit to h3	<H2> Let's Talk!	Contact Spokane Professional Painters	<input type="checkbox"/>
		<H5> With Spokane Professional Painters, you're not going to hit a ridiculously long phone menu when you call us. Your email isn't going to the inbox abyss, never to be seen or heard from again. With Spokane Professional Painters, we provide the exceptional service we'd want to experience ourselves!		<input type="checkbox"/>
	h5 modify to p/span			<input type="checkbox"/>
	h4 modify to p/span	<H4> We are Local		<input type="checkbox"/>
	h4 modify to p/span	<H4> Give us a ring		<input type="checkbox"/>
	h4 modify to p/span	<H4> Contact Us		<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

Picture Alt Descriptions		✓	Embed Map URL	✓
http://spokaneprofessionalpainters.com/wp-content/uploads/2018/07/google-reviews-transparent-e1535398431176.png	Google Reviews	<input type="checkbox"/>		
http://spokaneprofessionalpainters.com/wp-content/uploads/2018/09/guarantee-150x150.png	Satisfaction Guaranteed	<input type="checkbox"/>		
http://spokaneprofessionalpainters.com/wp-content/uploads/2019/06/Facebook-5-Star-Review-300x136.png	Facebook Reviews	<input type="checkbox"/>		<input type="checkbox"/>
https://spokaneprofessionalpainters.com/wp-content/uploads/2019/12/painting-logo-white.png	Painting Brush	<input type="checkbox"/>		
Url 5	Alt text	<input type="checkbox"/>		
Url 6	Alt text	<input type="checkbox"/>		
Outbound Linking		✓	Local Elements - H3 with nearby / near me / near you	✓
Url 1	Anchor	<input type="checkbox"/>		<input type="checkbox"/>
Url 2	Anchor	<input type="checkbox"/>	Local Elements - Content	✓
Url 3	Anchor	<input type="checkbox"/>		
Url 4	Anchor	<input type="checkbox"/>		
Url 5	Anchor	<input type="checkbox"/>		
Video				<input type="checkbox"/>
Url 1		<input type="checkbox"/>		
Url 2		<input type="checkbox"/>		
Url 3		<input type="checkbox"/>		

Site-Wide Elements

This section are for elements that appear throughout the site such as in the header, footer, sidebars, etc. We should put all site-wide elements on this tab.

Header Tags	Current	Page Location	Updated Header	✓
h2 modify to p/span	<H2> Spokane Professional Painters	Footer		<input type="checkbox"/>
h2 modify to p/span	<H5> Quick Links	Footer		<input type="checkbox"/>
h2 modify to p/span	<H5> Contact Us	Footer		<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

This section is for images that appear across the site such as the main logo, footer logo, CTA images, etc.

Url	Picture Alt Descriptions	✓
Url 1	Alt text	<input type="checkbox"/>
Url 2	Alt text	<input type="checkbox"/>
Url 3	Alt text	<input type="checkbox"/>
Url 4	Alt text	<input type="checkbox"/>
Url 5	Alt text	<input type="checkbox"/>
Url 6	Alt text	<input type="checkbox"/>

JSON LD Schema

Does the URL have schema ?

Yes

Is the existing schema the correct type ?

No

Should we update/replace the existing schema ?

Yes

Local Business Schema

LOCAL BUSINESS SCHEMA

Sometimes the URL we are optimizing already has schema. However, we need to make sure that the schema is local business schema, and not any other type such as **WebPage**, **ImageObject** or **CreativeWork**.

If we see that there is existing schema on the URL, we want to check it to make sure that it is complete, or if there are elements missing from it which should be added. We also check if there are elements that should be removed, such as the address and geo locations for service pages connected with multiple locations.

In the case where the existing schema is fine, we don't need to create any new schema.

In the case where there is either no schema, or the existing schema should be updated and replaced, we will create new schema.

```
<script type='application/ld+json'>
{
  "@context": "http://www.schema.org",
  "@type": "HousePainter",
  "name": "Spokane Professional Painters",
  "url": "https://spokaneprofessionalpainters.com/",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Spokane",
    "addressRegion": "WA",
    "addressCountry": "USA"
  },
  "openingHours": "Mo, Tu, We, Th, Fr 08:00-17:00",
  "contactPoint": {
    "@type": "ContactPoint",
    "contactType": "Phone",
    "telephone": "(509) 822-6804"
  }
}
</script>
```



FAQ Schema (Premium Package Feature)

FAQ SCHEMA

FAQ schema is a structured data markup that helps search engines understand and display frequently asked questions and answers directly in search results. For local SEO campaigns, implementing FAQ schema can enhance visibility, improve user engagement, and increase click-through rates.

By adding FAQ schema to a webpage, businesses can provide quick, relevant answers to common customer queries, which may appear as rich results in Google Search. This not only improves user experience but also positions the business as

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What types of painting services do you offer in Spokane?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "We offer a variety of painting services in Spokane, including residential and commercial painting, interior and exterior painting, and specialized service"
      }
    },
    {
      "@type": "Question",
      "name": "How long will it take to complete my painting project?",
      "acceptedAnswer": {
```



<p>a helpful and authoritative source in its local area. Additionally, FAQ schema can help businesses capture more real estate in search results, potentially reducing the presence of competitors on the same page.</p> <p>For local SEO, FAQs related to services, locations, pricing, and policies can address user intent effectively, leading to higher engagement and conversion rates. Implementing FAQ schema also aligns with voice search optimization, as voice assistants often pull answers from structured data.</p>	<pre> "acceptedAnswer": { "@type": "Answer", "text": "The time it takes to complete a painting project depends on its size and complexity. For smaller spaces like cabinets or individual rooms, we usually fini } }, { "@type": "Question", "name": "Do you offer free estimates for painting services in Spokane?", "acceptedAnswer": { "@type": "Answer", "text": "Yes! We offer free, no-obligation estimates for all painting services in Spokane, including residential, commercial, exterior, and interior painting. Our qu } }, { "@type": "Question", "name": "How do I prepare for a cabinet painting project?", "acceptedAnswer": { "@type": "Answer", "text": "To ensure the best results for your cabinet painting project, proper preparation is key. This includes cleaning the surface, sanding, and priming before painting. Our team can provide detailed guidance on the best preparation techniques for your specific project. } } </pre>

Internal Linking				
	URL	Original Content/Anchor	Modified Content/Anchor	✓
1	https://spokaneprofessionalpainters.com/about-us/	We are the premier [painting service company in Spokane, WA], and the surrounding areas.		<input type="checkbox"/>
2	https://spokaneprofessionalpainters.com/services/exterior-painting/	There is no reason not to choose [Spokane Professional Painters] for all the exterior painting services that you need for your home or office.		<input type="checkbox"/>
3	https://spokaneprofessionalpainters.com/services/office-painting-services/	We are a fully licensed, bonded, and insured office [painting contractor in Spokane, WA].		<input type="checkbox"/>
4	https://spokaneprofessionalpainters.com/services/cabinet-painting-services/	Our contractors will visit your home to discuss your options for your cabinet painting services.	Our [painting contractors in Spokane] will visit your home to discuss your options for your cabinet painting services.	<input type="checkbox"/>
5	https://spokaneprofessionalpainters.com/services/additional-home-services/	Hiring a professional ceiling [painter in Spokane] will help you get better results and save you time.		<input type="checkbox"/>

INTERNAL LINKING

Internal linking is a crucial component of on-page SEO that enhances website structure and improves user experience. By linking related pages within your site, you help search engines better understand the hierarchy and context of your content, which can boost rankings.

Internal links also guide visitors to relevant information, increasing engagement and reducing bounce rates. Additionally, they distribute link equity across your site, strengthening the authority of key pages and improving overall visibility in search results.

If there are limited inner linking suggestions shown on this tab, we recommend that new pages be created for the website, which will increase the potential for more inner linking possibilities.

Additional Recommendations for Home/Location Page			
Below you will find some additional recommendations that we suggest you implement on your website where possible.			
Issue	Action Needed	Reason for this recommendation	How to Fix the issue
New Page(s) to Create	Create the following new pages on your website: Cookie Policy Terms and Conditions	These pages are important for E.E.A.T. signals and for building trust with potential clients	Create new pages on your website where applicable for your Cookie Policy and Terms and Conditions. Make sure you link to these pages in the footer of your website.
Company License Number	If applicable, add your Company License Number to the website	Adding your company license number provides an additional layer of trust.	If you have a company license number, add it to the section of the page where you have your NAP.
Social Media	If you are on Social Media, make sure to link out to your profiles	Adding these elements provides an additional layer of trust and an additional way in which people can contact you.	If you are connecting to your social media accounts, you can add these to your HTML code or use the CMS that your website was built with. If you do not have any social media accounts, but are displaying icons such as Facebook, X and Instagram, it would be better to remove these.
Genuine Reviews	If you have Client Reviews on your GBP, make sure to include them on your website.	Displaying genuine reviews from clients about your business or services is a great way to build trust.	To add Google reviews to your WordPress website, you can use a Google Reviews widget or plugin, which can automatically display reviews from your Google Business Profile. Alternatively, you can manually embed individual reviews by copying the review link and using the Google Review Embed tool. Ensure the reviews are displayed in a way that is engaging and adheres to any applicable guidelines.

Item	Complete? (Y/N)	Notes
Website Setup		
Website Backup	<input type="checkbox"/>	
Plugin & Theme Updates	<input type="checkbox"/>	
Installed & Activated SEO Press	<input type="checkbox"/>	
Verify existing title and description meta (Website Scan)	<input type="checkbox"/>	
Migrate Settings from the Previous SEO plugin to SEO Press	<input type="checkbox"/>	
SEOPress Supports URL Redirect Plugin: Migrate URLs Redirects.	<input type="checkbox"/>	
Deactivate Previous SEO and Redirection Plugin (if applicable)	<input type="checkbox"/>	
Verify New Title and Description Meta Imported (fixed if needed)	<input type="checkbox"/>	
SEOPress Plugin		
Select Titles & Metas	<input type="checkbox"/>	
Select Single Post Types	<input type="checkbox"/>	
No Index boxes for Thrive/Divi Items if applicable		
*This is instructing you to No Index special pages that individual themes may	<input type="checkbox"/>	
DO NOT CHECK NO INDEX ON BASE PAGES & POSTS, EVER		
Titles & Metas > Archives: Everything should be checked for No Index and No Folc	<input type="checkbox"/>	
Author and Date Archives disabled	<input type="checkbox"/>	
Titles & Metas > Taxonomies: Select No Index on all	<input type="checkbox"/>	
SEOPress: Select XML/HTML SiteMaps: Select Posts, Pages, Products/Deselect Tax	<input type="checkbox"/>	
Go back to XML/HTML Sitemaps > General: Select View Your SiteMap (Confirm Se	<input type="checkbox"/>	
SEOPress Details		
SEOPress > Social Networks: Fill out the Knowledge Graph page & Social Accounts	<input type="checkbox"/>	
Google Analytics > Disable if not being used	<input type="checkbox"/>	
Select SEOPress > PRO	<input type="checkbox"/>	
- Seelct Local Business and complete	<input type="checkbox"/>	
- Select Dublin Core and disable	<input type="checkbox"/>	
- Select Structured Data Types and make sure this is on ans complete	<input type="checkbox"/>	
- Select Breadcrumbs and disable	<input type="checkbox"/>	
- Select 404: Enable monitoring, Enable Automatically delete 404 after 30 days, Re	<input type="checkbox"/>	
Select SEOPress > BOT: Request The Bot	<input type="checkbox"/>	
Check for errors, generally there are none if there are fix errors	<input type="checkbox"/>	
Select SEOPress > Advanced	<input type="checkbox"/>	
Redirect attachment pages to post parent - checked	<input type="checkbox"/>	
Remove ?replytoom link to avoid duplicate content - checked	<input type="checkbox"/>	
Add WP Editor to taxonomy description textarea - checked	<input type="checkbox"/>	
Remove stop words from URL - checked	<input type="checkbox"/>	
Remove WordPress generator meta tag - checked	<input type="checkbox"/>	
Remove hentry post class - checked	<input type="checkbox"/>	
Remove author URL - cehcked	<input type="checkbox"/>	
Remove WordPress shortlink meta tag - checked	<input type="checkbox"/>	
Remove Windows Live Writer meta tag - checked	<input type="checkbox"/>	

Remove RSD meta tag - checked	<input type="checkbox"/>	
	Google Search Console	
Search Console Access (All Available Site Variations)	<input type="checkbox"/>	
Open and incognito browser and login to Google	<input type="checkbox"/>	
Go to Search Console	<input type="checkbox"/>	
Click the drop down in the top left and search for the domain name to see if added	<input type="checkbox"/>	
If added, make sure all properties are added and verified	<input type="checkbox"/>	
If not added, we need to add and verify all properties	<input type="checkbox"/>	
Add all versions of the site	<input type="checkbox"/>	
Each site you add will require verification once added	<input type="checkbox"/>	
From the verification screen, select Alternate Methods > HTML Tag	<input type="checkbox"/>	
Copy the tag	<input type="checkbox"/>	
From the SEOPress > Advanced screen, scroll down to Google Site Verification	<input type="checkbox"/>	
Add the tag here and save	<input type="checkbox"/>	
Go back to search console and verify the property	<input type="checkbox"/>	
All additional property versions submitted will verify automatically once you add	<input type="checkbox"/>	
	Search Console: Main Property	
Select Crawl > Sitemap	<input type="checkbox"/>	
Select Add/Test Sitemap	<input type="checkbox"/>	
Copy the end of the url slug displayed in your generated sitemaps	<input type="checkbox"/>	
paste into search console box and submit	<input type="checkbox"/>	
repeat for all sitemaps	<input type="checkbox"/>	
	Google Analytics	
Google Analytics & GSC Access & Setup	<input type="checkbox"/>	
Go to http://www.google.com/analytics/	<input type="checkbox"/>	
sign into the correct white label account	<input type="checkbox"/>	
Add a new property	<input type="checkbox"/>	
Set up a reporting view for the property	<input type="checkbox"/>	
Add tracking ID to site via SEOPress	<input type="checkbox"/>	
Enable Google Analytics tracking - checked	<input type="checkbox"/>	
	Indexing	
On the left hand menu, select URL Inspection	<input type="checkbox"/>	
Add base domain url	<input type="checkbox"/>	
Request Indexing	<input type="checkbox"/>	
	Technical SEO & Best Practice Site Settings	
In the main website dashboard	<input type="checkbox"/>	
Check if comments are turned on	<input type="checkbox"/>	
adjust comments and mark all pending comments as spam	<input type="checkbox"/>	
Go to: Settings > Discussion > Uncheck first 2 boxes in top section	<input type="checkbox"/>	
Check the first 3 boxes in the 2nd section '14 days'	<input type="checkbox"/>	
Allow only 1 link per comment	<input type="checkbox"/>	
Make it so that they need to be logged in to comment	<input type="checkbox"/>	
install a bulk comments deleting plugin (if they have multiple comments)	<input type="checkbox"/>	
install/activate, use, remove	<input type="checkbox"/>	

select settings	<input type="checkbox"/>	
start at General and work down to Permalinks	<input type="checkbox"/>	
General:	<input type="checkbox"/>	
site title: company name	<input type="checkbox"/>	
tagline: something like 'best service in city' (lsi keywords)	<input type="checkbox"/>	
writing: generally no changes	<input type="checkbox"/>	
reading: make sure search engine visibility box is UNCHECKED	<input type="checkbox"/>	
Discussion: uncheck first two boxes, hold a comment in queue (1)	<input type="checkbox"/>	
save changes	<input type="checkbox"/>	
Media: no changes	<input type="checkbox"/>	
Permalinks: check either "Post Name" or "Custom"	<input type="checkbox"/>	
	Indexing & Audit	
while doing work on the site, refresh the page often to make sure that we didn't br	<input type="checkbox"/>	
next to site level in the workbook, add notes	<input type="checkbox"/>	
add the email and pass for google search console	<input type="checkbox"/>	
add any notes for issues that we run into when doing site level	<input type="checkbox"/>	
in search console	<input type="checkbox"/>	
select fetch as google, homepage, fetch and render	<input type="checkbox"/>	
submit all for indexing (crawl this and its direct links)	<input type="checkbox"/>	
	Check for existing GA and Tracking codes	
Run Google Tag Assist	<input type="checkbox"/>	
Run Facebook Pixel Helper	<input type="checkbox"/>	
Verify elements are still there	<input type="checkbox"/>	