



**DOMAIN or URL:**

## SITEWIDE CHECKS - Does your website...

Display real company details?	
Have an About page with real people?	
Have a "Meet The Team" or equivalent page?	
Have a Privacy Policy page?	
Have a Cookie Policy/GDPR page?	
Have a Returns or Complaints page?	
Have client testimonials displayed?	
Have official accreditations displayed?	
Have awards won displayed?	
Have links from suitable authorities?	
Have links between your strongest related articles?	
Have non-aggressive advertising?	
Have unnecessary thin pages?	

**CONTENT CHECKS - Is your content....**

Well written?	
Written by an expert?	
Reviewed and approved by an expert?	
Approved by an editor for grammatical errors?	
As short or long as the user's need?	
Written with a strong purpose?	
Supported by multimedia?	
Easily accessible via mobile devices?	

**AUTHOR CHECKS - Do you...**

Have an expertise in one primary subject area?	
Have a biography page?	
Mention your experience and qualifications in your biography?	
Have a link to your biography page on the content page?	
Have a short bio summary on the content where a profile page isn't available?	
Link to your related websites or social media?	
Link to your published content on other authority websites?	
Have other websites which also mention your topical authority?	