



# Spring Cleaning Checklist

*(for your website)*

## DECLUTTER

- Combine pages that have duplicate or very similar content.
- Get rid of irrelevant pages.
- Minimize, organize or remove your submenu items.

## ORGANIZE

- Make sure all contacts have been assigned a status.
- Add tags, and organize current tags. Make sure there are no duplicate tags and get rid of tags you do not use.

## OUT WITH THE OLD

- Replace outdated copy with copy that contains new, relevant data.
- Add new information for date-specific pages (i.e. local events, market reports).

## STAY CURRENT

- Review your social media accounts. Ensure each is business-focused & link to your website.
- Use Moz Local to find which business listings you can add, and make any suggested changes.

## STRATEGIZE

- Devise a plan to consistently add fresh content.
- Ensure that your overall keyword goal is reflected on your site (i.e. If you want to rank on search engines for Miami Homes for Sale, you should be using that keyword frequently).

