EEAT	
Indexability	**Completed?**
Homepage (Is there key information and ways for users to navigate to key landing pages, blogs, case studies, etc.)	☐
Breadcrumbs	☐
Pagination	☐
robots.txt (Can Google bot crawl the site, is the sitemap referenced, etc)	☐
Experience	
Use personal experience examples through videos, case studies, and expert commentary.	☐
Expertise	
Create a detailed About Page or Company Page	☐
Create an Author bio with experience, credentials, and background.(YMYL)	☐
Use organisation and person schema.	☐
Add a glossary page w/ definition schema	☐
Add FAQ schema	☐
Add Q&A section	☐
Authoritativeness	
Map out topical authority and create articles that project your authority in the space.	☐
Trustworthiness	
Add business address to website with organisation schema	☐
Add contact phone number	☐
Photos of yourself and or team with people schema	☐
Add a privacy policy.	☐
Add a terms and conditions page.	☐
Return policy page	☐
Add a copyright message.	☐
Fix Technical SEO errors	☐
Google Recognised Schemas (Breakdown)	
Organization	☐
Person	☐
Place, LocalBusiness, Restaurant ...	☐