

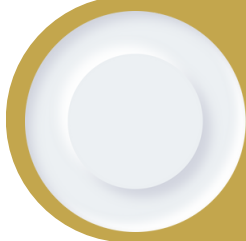


EXPERIENCE



REFERENCE LENGTH OF TIME & EXPERIENCE

This applies to your About pages & Author bios. Examples: "30 years ago" or "In 1987..."



USE FIRST-PERSON & EXPLAIN HOW YOU FEEL

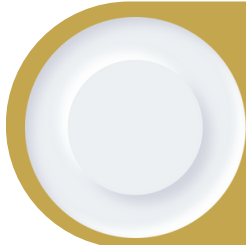
Use "I" to provide evidence for your first-hand experience whenever possible.

EXPERTISE



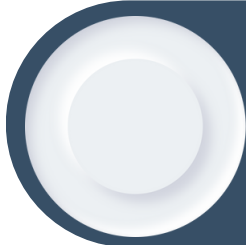
CREATE AUTHOR BIO PAGES

Each author should have a page with their name, photo, & a few-paragraph intro (i.e., niche experience & past publications).



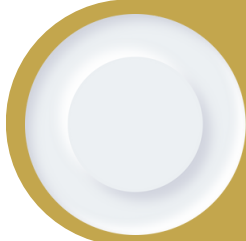
USE PERSON SCHEMA

Give the Google bot their name, short bio, email address, physical address, gender, job title, & SameAs links (i.e., LinkedIn).



USE ARTICLE SCHEMA

Help Google understand the article title, publication date, featured image, meta description, & link to author's bio.



ENABLE & RESPOND TO BLOG COMMENTS

Well-moderated & SEO-optimized comments "passively" update your site.

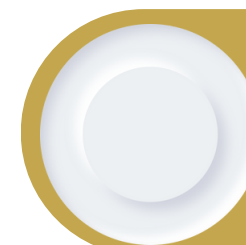
AUTHORITATIVENESS



BUILD TOPICAL AUTHORITY WITH CLUSTERS

Cover more specific sub-niches & sub-categories thoroughly.

TRUSTWORTHINESS



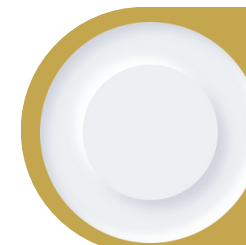
CREATE A UNIQUE BUSINESS ADDRESS

Use a virtual mailbox address; use Sasquatch Mail or a similar service.



CREATE A UNIQUE BUSINESS PHONE NUMBER

Use a phone number with an area code matching that address; use Google Voice.



SHOW YOUR FACE ON YOUR SITE

Share multiple photos of yourself (i.e., one on your About page & one on your profile).



CREATE MANY COMPANY EMAIL ADDRESSES

Create one email address for each "department" in your company.




SUBMIT AN XML SITEMAP TO GOOGLE
Use a third-party plugin like RankMath & enter the new sitemap URL in your GSC.



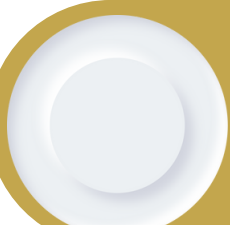
PUBLISH AN HTML SITEMAP
Use a tool like Simple Sitemap to create a sitemap; embed it into your footer.



ENSURE GDPR COMPLIANCE
Add GDPR-compliant language to your privacy policy & use a GDPR cookie pop-up.



CREATE AN 'ABOUT THE COMPANY' PAGE
Briefly explain why you created the company/website & your mission.



CREATE AN 'ABOUT THE TEAM' PAGE
Add names, photos, & titles for all humans on your team; link to their bio pages.



ADD A PRIVACY POLICY
Programs like Termly allow you to create a custom privacy policy fitting your site's specifications.




ADD A TERMS AND CONDITIONS PAGE
Use Termly to develop a custom T&C page for free (a must-have for monetization).



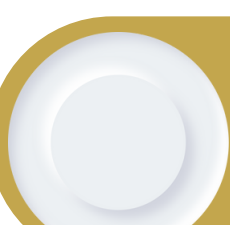
ADD A REFUND POLICY (IF APPLICABLE)
This is 100% necessary if you sell digital or physical products on your site.




ADD A COPYRIGHT MESSAGE
Include the company name, the copyright symbol, & the current year in the footer.



ENABLE AN SSL CERTIFICATE
Most decent web hosts will offer this for free (or use Google Workspace).



CHECK FOR 404 ERRORS
Try plugins like RankMath, AIOSEO, or Redirection to find & fix any 404 errors on your site.



CHECK FOR BROKEN EXTERNAL LINKS
Use the Broken Link Checker plugin to find and fix any broken links.

HELPFUL RESOURCES

[wpDiscuz](#)
[GraphComment](#)
[Disqus Conditional Load](#)
[AnyComment](#)
[Sasquatch Mail](#)

[USPS Form 1583](#)
[Google Voice](#)
[XML Sitemaps Plugin](#)
[Simple Sitemap](#)
[RankMath](#)

[AIOSEO](#)
[Termly](#)
[GDPR Cookie Plugin](#)
[Redirection](#)
[Broken Link Checker Plugin](#)