

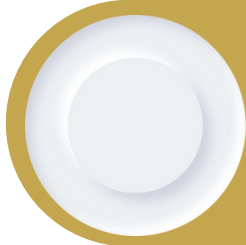


EXPERIENCE



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

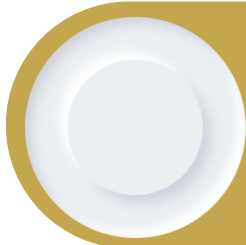
Use "I" to provide evidence for your first-hand experience whenever possible.

EXPERTISE



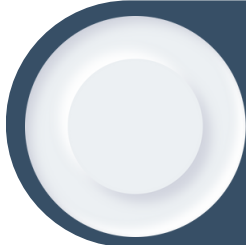
CREATE AUTHOR BIO PAGES

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



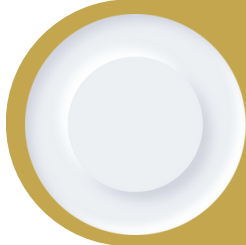
USE PERSON SCHEMA

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.

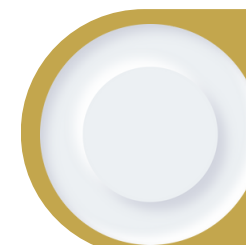
AUTHORITATIVENESS



BUILD TOPICAL AUTHORITY WITH CLUSTERS

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

TRUSTWORTHINESS



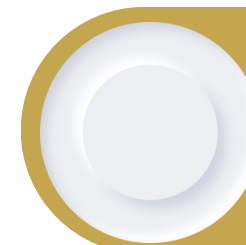
CREATE A UNIQUE BUSINESS ADDRESS

Use a virtual mailbox address; use Sasquatch Mail or USPS Form 1583.



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.



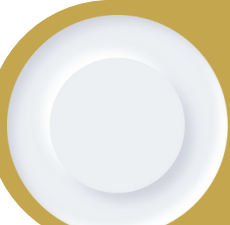
PUBLISH AN HTML SITEMAP
Use a tool like Simple Sitemap to create a sitemap; embed it into your footer.



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.



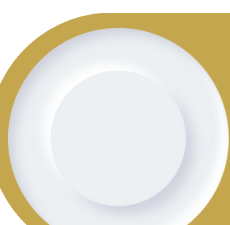
ADD A PRIVACY POLICY
Programs like Termly allow you to create a custom privacy policy fitting your site's specifications.




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



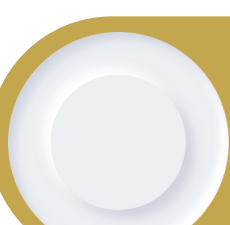
ADD A REFUND POLICY (IF APPLICABLE)
This is 100% necessary if you sell digital or physical products on your site.




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 contact their support team.



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](#)