

## WordPress.com

- Incoming links from social networks & sharing to socials
- Modify URL's to have 1 - 2 keywords that are naturally used in the copy text
- Incoming links from other sources (classmates to link to you)
- Make sure images have alt text
- Tagging with 5 - 10 keywords that are also used inside the article in natural sentences
- Linking out to any sources that the article references
- Captions and descriptive text
- Contact form as well as contact info in text
- Fact check and provide references
- Setup with Analytics & Google Console

## Shopify

- Modify URL's to have the product name in them
  - Create descriptions that are keyword rich
  - Make sure images have alt text
  - Creating collections with complementary products
  - Linking products within the descriptions that are complementary each other
  - Contact form as well as contact info in text
  - Incoming links from social networks & sharing to socials
  - Setup with Analytics & Google Console
- Bonus: Integrating Instagram or Facebook shop checkouts
- Bonus: Product photography with real models