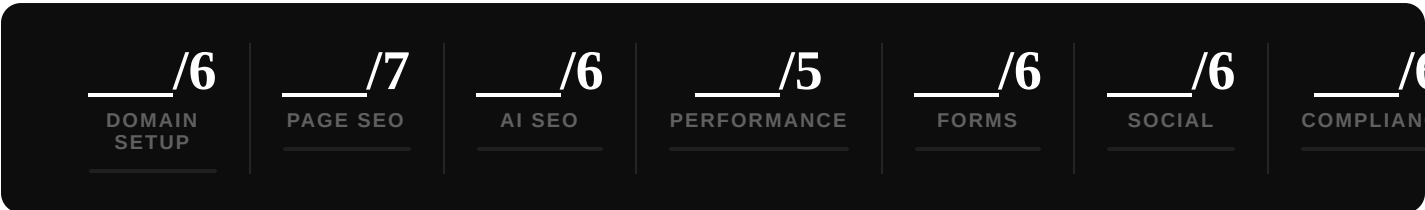


The exact checklist used on every JD Collective client site. Work through each section top to bottom. Check off items as you complete them. Items marked **High** have the biggest impact on Google ranking.

7 SECTIONS 42 CHECKPOINTS GHL PLATFORM

YOUR SCORE TRACKER — FILL IN AFTER COMPLETING EACH SECTION



01 Domain and Basic Setup

- ☐ Custom domain connected **HIGH**
yourdomain.com, not yourname.gohighlevel.com or a GHL subdomain
- ☐ SSL certificate active **HIGH**
Settings, Domains. Should show a green lock and https:// not http://
- ☐ www and non-www redirect to same URL
Both www.yourdomain.com and yourdomain.com should load the same site
- ☐ Site is published and publicly accessible **HIGH**
Open an incognito browser tab and confirm the site loads without logging in
- ☐ Business name in GHL settings matches domain brand
Settings, Business Profile. Used by GHL's AI SEO tool for meta content
- ☐ Favicon uploaded
Settings, Website Settings. The small icon that appears in browser tabs

02 Page-Level SEO Settings

- Do this for every page: Home, Buyers, Sellers, Contact, and any other published page.
- ☐ Page title set on every page **HIGH**
Sites, Website, click the page, then SEO tab. Include your city and specialty
 - ☐ Page title includes location keywords **HIGH**
Example: "Mesa AZ REALTOR | Jane Smith, Real Broker LLC"
 - ☐ Meta description written for every page **HIGH**
150 to 160 characters. Describe the page and include your city name
 - ☐ Meta description does not repeat the page title word for word
It should expand on the title, not duplicate it
 - ☐ H1 heading on every page matches or supports the page title
Every page should have one H1. It should include your market or specialty
 - ☐ City and state mentioned naturally in page body text **HIGH**
Not stuffed. Just used naturally in headings, descriptions, and CTAs
 - ☐ URL slugs are clean and descriptive
yourdomain.com/buyers not yourdomain.com/page-1

03 GHL AI SEO Integration

- ☐ AI SEO toggle enabled on every page **HIGH**
Sites, Website, open the page, SEO tab. Turn on the AI SEO switch
- ☐ AI-generated meta description reviewed and approved
Don't just turn it on. Read what it generated and edit if needed
- ☐ AI SEO description includes location and specialty
If the AI output is generic, edit it to include your city and what you do
- ☐ Google Search Console connected to GHL **HIGH**
Settings, Integrations. Connect your Google account and verify the site
- ☐ Sitemap submitted in Google Search Console
GHL auto-generates a sitemap at yourdomain.com/sitemap.xml. Submit this URL in GSC
- ☐ Google Analytics 4 connected
Settings, Integrations. Tracks traffic, sources, and visitor behavior

04 Performance and Mobile

- ☐ Site loads on mobile without broken layout **HIGH**
Open on your phone. Check every page. Google ranks mobile-first.
- ☐ All images compressed before uploading
Use tinypng.com or squoosh.app. Images over 500kb slow the page significantly
- ☐ Hero image loads within 2 seconds on mobile
Test at pagespeed.web.dev. Score of 70+ on mobile is the target
- ☐ No broken links on any page
Click every button and nav link. Broken links hurt both UX and SEO
- ☐ All images have alt text filled in
Click any image in GHL builder. Add descriptive alt text that includes keywords where natural

05 Forms and CRM Connection

- ☐ Buyer form embedded and submitting correctly **HIGH**
Submit a test lead. Confirm it appears in GHL contacts within 60 seconds
- ☐ Seller form embedded and submitting correctly **HIGH**
Same test. Confirm it routes to the correct pipeline stage
- ☐ Contact form embedded and submitting correctly
Test all forms. Every submission should trigger a workflow
- ☐ Follow-up text fires within 60 seconds of form submission
Use your own phone number to test. Check your GHL workflow is Published
- ☐ Follow-up email fires on form submission
Check your email inbox after submitting a test. Confirm subject and content look correct
- ☐ Thank you page or confirmation message set on each form
In form settings, add a thank you redirect or inline message so leads know it submitted

06 OG Images and Social Share

- OG images appear when someone shares your link on social media or in a text message. A branded image builds instant credibility.
- ☐ OG image set on the home page **HIGH**
SEO tab on the page. Image should be 1200x630px. Upload a branded photo with your name
 - ☐ OG image set on all main pages
Buyers, Sellers, Contact, and any other published page should each have their own OG image
 - ☐ OG title and OG description filled in
Some platforms show these separately from the page title. Fill both in on the SEO tab
 - ☐ Tested in Facebook Sharing Debugger
Go to developers.facebook.com/tools/debug, enter your URL, confirm the OG image shows correctly
 - ☐ OG images include your headshot or brand elements
A photo of you on the OG image dramatically increases click-through when links are shared
 - ☐ Twitter/X card meta set
GHL's SEO tab includes Twitter card settings. Set card type to "summary_large_image"

07 Compliance and Legal

- ☐ Privacy Policy page live with a working URL **HIGH**
Required for A2P. Must include an SMS section. Test the URL in an incognito window
- ☐ Terms of Service page live with a working URL **HIGH**
Must include STOP, HELP, frequency, rates, and carrier liability language
- ☐ Privacy Policy and Terms of Service linked in every form footer **HIGH**
Required by A2P carriers. Links must be visible below the submit button on every form
- ☐ SMS opt-in checkboxes on all forms with compliant language
Must include business name, message types, frequency, rates, STOP, HELP, and consent language
- ☐ Checkboxes are optional and not pre-checked
Required field toggle must be OFF. Pre-checked boxes are non-compliant
- ☐ A2P 10DLC registration submitted in GHL Trust Center
Settings, Phone System, Trust Center. Both Brand and Campaign should show Approved

Audit Notes

LEGEND: ☐ Required / High impact ☐ Recommended **HIGH** = biggest SEO impact, do these first