Checklist For AMs

If your client's website is being built by another company



- [ ] Send to the client the number of target pages we need for the new website to ensure the SEO campaign is not be jeopardized.
- [ ] Check with the client whether they want the same SEO content on their current live site or if they prefer new content.
- [ ] Whenever the client's project manager is about to go through the site structure, he/she has to consult with our SEO team to make sure the website will be SEO friendly.
- [ ] Ask the web development company to create the appropriate amount of page templates for all our target pages.
- [ ] Request a staging onsite at least 2 weeks in advance before the new website is launched so that we can take care of all the technical side.
- [ ] Check the staging site logins before sharing it with us so that we can save time.
- [ ] After the site goes live send an email to the tech who has done the onsite on the staging site and cc:

  that way we can work on the new live site even if the initial tech person is not available.

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