

 **FREE RESOURCE - 36 PAGES**



THE COMPLETE DIGITAL GROWTH CHECKLIST

12 Core Services. Every Requirement You Need to Know.
One Free Resource.

-  This comprehensive guide is a practical, checklist-driven resource designed for business owners, marketing managers, and decision-makers who want to understand exactly what goes into building and maintaining a high-performing digital presence. Whether you are evaluating your current website, planning a new project, or comparing agency proposals, this document gives you the requirements, the mistakes to avoid, and the standards to demand.

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A DIGITAL MARKETING AGENCY BUILT FOR THE AI-FIRST ERA

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🕒 How to Use This Guide

This PDF is designed to be a working document - something you return to, mark up, and use as a benchmark for your current digital presence. Here is how to get the most from it.

Who This PDF Is For

- **Business Owners and Directors** who need to understand what their digital marketing agency should be delivering - without getting lost in jargon.
- **Marketing Managers** who are building or auditing a digital strategy and need a comprehensive requirements framework.
- **Startup Founders** who are planning their first website and want to build on solid foundations from day one.
- **Procurement and Operations Teams** who are evaluating agency proposals and need an objective checklist to compare against.

What Each Service Section Includes

- **What the service is** - a clear, plain-English definition.
- **What it achieves** - the business outcomes you should expect.
- **Why it matters** - the market context and risk of ignoring it.
- **A full requirements checklist** - with checkbox items across every critical category.
- **Common mistakes** - the errors we see most often, so you can avoid them.

How to Use the Checklists

Go through each checklist honestly. Mark what you have in place and what you do not. The gaps you find are not failures - they are opportunities. Prioritize them based on your business goals, budget, and timeline. Some items are foundational and should be addressed first. Others can be phased in over time.

An Important Note

All checklists in this guide represent universal baseline requirements. They are the minimum standard every business should aim for. However, industry, audience, competition level, and business model will change the priority, execution, and urgency of these requirements. A local plumbing business and a national SaaS platform do not need the same SEO strategy. A healthcare website and a fashion e-commerce store do not share the same compliance obligations.

At the end of every service section, you will find an industry-specific redirect block that explains how requirements shift across different sectors, along with real examples. Use these blocks to understand where your industry demands a different approach - and use the links provided to explore deeper guidance on our website.



How The 12 Services Connect

Digital growth is not a collection of isolated tactics. It is a connected system where each layer depends on the one beneath it. Understanding these dependencies helps you invest in the right order and avoid building on weak foundations.

 **CLICK ANY SERVICE TO JUMP DIRECTLY**

01 SEO

03 Web Development

05 CRO

07 E-Commerce Dev

09 AEO

11 Content Marketing

02 Web Design

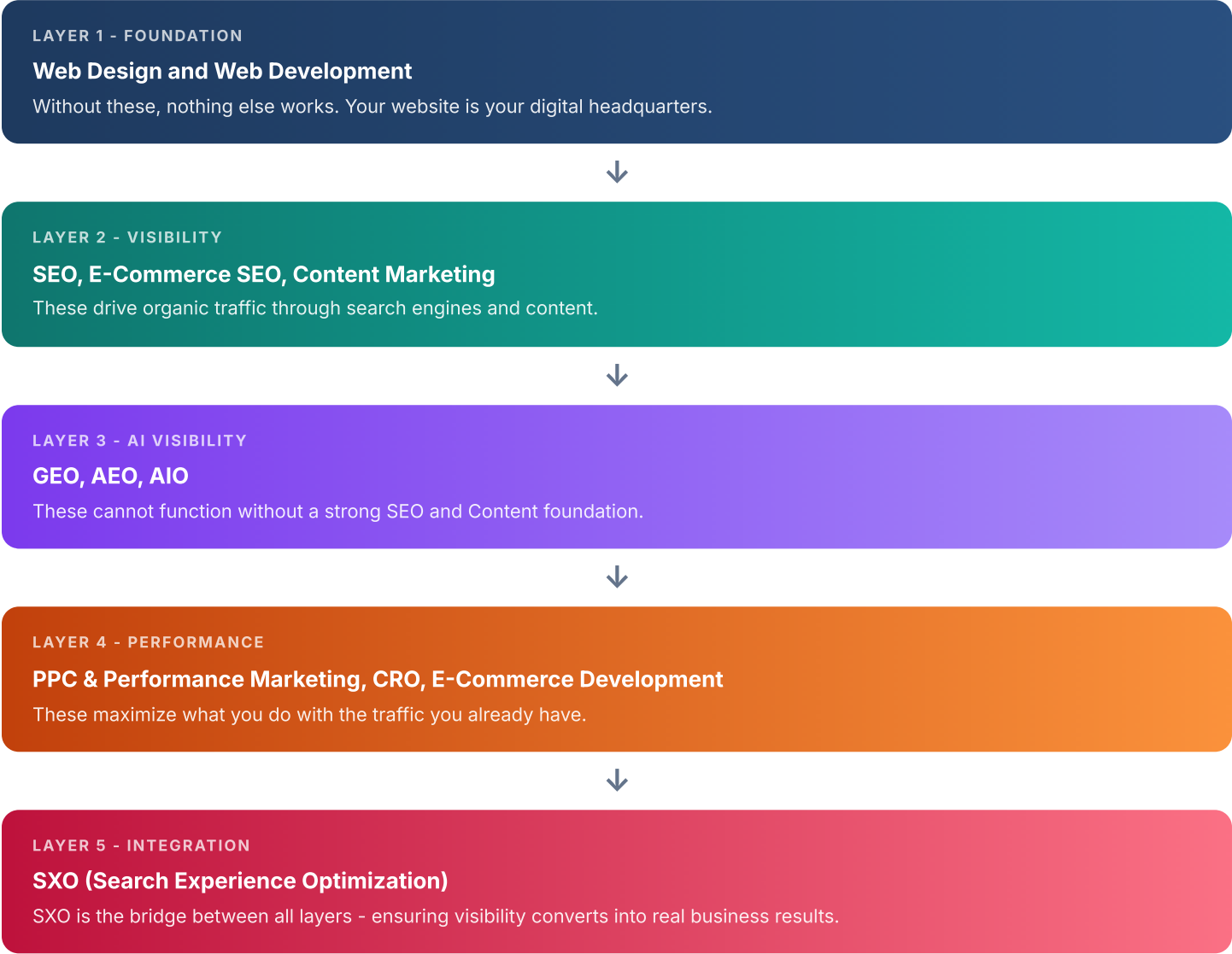
04 PPC & Performance

06 E-Commerce SEO

08 GEO

10 AIO

12 SXO



These twelve services are not optional extras. They are a connected system. Weakness in one layer undermines everything above it. Businesses that win in 2026 and beyond are the ones that build every layer deliberately and maintain each one continuously.

If you are unsure where your business stands across these layers, start with a free audit.

 Request Your Free Audit

SEO (Search Engine Optimization)

WHAT IT IS

Optimizing your website so it ranks higher on search engines for the keywords your customers are searching.

WHAT IT ACHIEVES

More organic traffic, better visibility, higher quality leads, and long-term digital authority without paying per click.

WHY IT MATTERS

97% of AI Overviews cite pages in the top 20. SEO is the foundation that makes every other service work.

🔍 CATEGORY 1: KEYWORD RESEARCH & STRATEGY

- ☐ Target keyword list built around search intent (informational, navigational, transactional)
- ☐ Long-tail keyword opportunities identified alongside head terms
- ☐ Competitor keyword gap analysis completed
- ☐ Keywords mapped to specific pages across the website

📄 CATEGORY 2: ON-PAGE OPTIMIZATION

- ☐ Unique, keyword-optimized title tags on every page (under 60 characters)
- ☐ Meta descriptions on every page (under 160 characters)
- ☐ Single H1 per page with primary keyword included
- ☐ Logical H2 and H3 heading structure throughout content
- ☐ Internal linking strategy in place
- ☐ Image alt text added to all images
- ☐ Clean, descriptive, keyword-inclusive URL structure

⏏ CATEGORY 3: TECHNICAL SEO

- ☐ Website crawlability confirmed (no critical crawl errors)
- ☐ XML sitemap created and submitted to Google Search Console
- ☐ Robots.txt configured correctly
- ☐ Canonical tags implemented to prevent duplicate content
- ☐ Redirect chains identified and fixed
- ☐ Broken links (404 errors) resolved
- ☐ Core Web Vitals passing (LCP, INP, CLS)
- ☐ HTTPS/SSL active across entire site
- ☐ Schema/structured data markup implemented on key pages
- ☐ Mobile-first indexing compliance confirmed

👤 CATEGORY 4: CONTENT & AUTHORITY

- ☐ Content strategy aligned with search intent at each funnel stage
- ☐ E-E-A-T signals in place (author bios, credentials, source citations)
- ☐ Backlink building from trusted, relevant domains
- ☐ Regular content publishing schedule



CATEGORY 5: LOCAL SEO (IF APPLICABLE)

- ☐ Google Business Profile created and fully verified
- ☐ NAP (Name, Address, Phone) consistent across all citations
- ☐ Local business schema implemented
- ☐ Location-specific pages or content for target areas

SEO - Monitoring, Mistakes & Next Steps

|| CATEGORY 6: MONITORING & REPORTING

- ☐ Google Search Console connected and monitored
- ☐ Google Analytics/GA4 set up and tracking
- ☐ Keyword ranking tracking in place
- ☐ Monthly reporting on organic traffic, rankings, and conversions

⊗ COMMON MISTAKES

- ✗ Targeting high-volume keywords without considering search intent
- ✗ Ignoring technical SEO issues while chasing content and links
- ✗ Skipping Core Web Vitals until rankings start to drop
- ✗ Building backlinks before fixing on-page fundamentals
- ✗ Treating SEO as a one-time project instead of an ongoing programme
- ✗ Having duplicate content across product or service pages
- ✗ Publishing content without keyword research behind it

IS YOUR WEBSITE PERFORMING WHERE IT SHOULD IN SEARCH?

Get a Free Website & SEO Audit from Skymoon Infotech. We review your current rankings, technical health, on-page setup, and content gaps - and tell you exactly what to fix first.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC SEO GUIDANCE?

These are universal requirements, but SEO strategy, keyword priorities, content approach, and technical requirements vary significantly by industry.

- 1 Healthcare SEO must follow YMYL and E-E-A-T standards at the highest level.
- 2 SaaS SEO focuses on comparison and bottom-of-funnel keywords.
- 3 Local business SEO is built around Google Business Profile and near-me searches.
- 4 E-Commerce SEO requires product and category page strategies entirely different from service business SEO.

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This checklist represents baseline requirements. Real-world execution requires adjustment based on industry, competition level, audience, and business goals.

Web Design

WHAT IT IS

The visual and experiential layer of your website - what people see, how they navigate, and whether they stay or leave.

WHAT IT ACHIEVES

Builds trust, communicates brand clearly, guides visitors toward action, and works as your strongest sales asset 24/7.

WHY IT MATTERS

Visitors form an opinion in 0.05 seconds. 72%+ of traffic is mobile. Every £1 in UX returns up to £100 in value.

⚡ CATEGORY 1: STRATEGY & PLANNING

- ☐ Business objectives defined before design begins
- ☐ Target audience and buyer personas documented
- ☐ Competitor website analysis completed
- ☐ Sitemap / page structure planned
- ☐ Conversion goals identified per key page type

🕒 CATEGORY 2: VISUAL DESIGN & BRAND

- ☐ Brand identity applied consistently (logo, colours, fonts, icons)
- ☐ Visual hierarchy established on every page
- ☐ Whitespace used deliberately to reduce clutter
- ☐ High-quality, on-brand imagery and visual assets
- ☐ Typography readable across all devices and screen sizes
- ☐ Colour contrast meets accessibility standards (WCAG 2.1)

🏠 CATEGORY 3: UX & NAVIGATION

- ☐ Navigation is clear, logical, and works perfectly on mobile
- ☐ Users can find any key page within 2-3 clicks from anywhere
- ☐ Breadcrumb navigation on deeper pages
- ☐ Search functionality where needed
- ☐ 404 error page designed and redirected appropriately

+ CATEGORY 4: CONVERSION-FOCUSED DESIGN

- ☐ Clear Call to Action (CTA) on every key page - above the fold
- ☐ Single primary CTA per page (no competing actions)
- ☐ Trust signals visible throughout (reviews, awards, certifications, client logos)
- ☐ Value proposition communicated clearly within 5 seconds of landing
- ☐ Social proof integrated into key pages
- ☐ Contact information easy to find on every page

 CATEGORY 5: MOBILE & RESPONSIVE DESIGN

- ☐ Mobile-first design approach
- ☐ All elements display correctly on smartphones and tablets
- ☐ Buttons and tap targets sized appropriately for touch use
- ☐ Forms are easy to complete on mobile devices
- ☐ Images scale correctly and do not break layout on any device

Web Design - Performance, Content & Mistakes

⚡ CATEGORY 6: PERFORMANCE-AWARE DESIGN

- ☐ Images optimized and compressed before upload
- ☐ Lazy loading applied to images and videos
- ☐ No design bloat or excessive animations slowing page load
- ☐ Clean code output - no unnecessary scripts or plugins
- ☐ Core Web Vitals considered during design decisions

📄 CATEGORY 7: CONTENT DESIGN

- ☐ Pages designed for scanning (subheadings, bullet points, short paragraphs)
- ☐ Content hierarchy guides the user from headline → value → CTA
- ☐ Most important information is above the fold
- ☐ CMS integration allows easy content updates without a developer

⊗ COMMON MISTAKES

- ✗ Designing for desktop first and adding mobile as an afterthought
- ✗ Overcrowding pages with too much information, too many CTAs, or competing messages
- ✗ Using beautiful visuals that slow the website down
- ✗ No clear value proposition above the fold
- ✗ Trust signals buried at the bottom of the page or missing entirely
- ✗ Generic stock photos that feel disconnected from the brand
- ✗ Designing for looks alone without considering conversion goals

DOES YOUR WEBSITE DESIGN PASS THE FIRST-IMPRESSION TEST?

Get a Free Website & SEO Audit from Skymoon Infotech. We review your design, conversions, rankings, and user experience - and show you exactly where visitors are dropping off.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC WEB DESIGN GUIDANCE?

These are universal requirements, but design priorities, visual language, and user expectations vary significantly by industry.

- 1 Healthcare websites are trust-led - credentials, patient safety, and accessibility dominate design decisions.
- 2 Fashion and lifestyle brands need visual impact, lifestyle storytelling, and aspirational imagery.
- 3 B2B service companies need authority, clarity, and frictionless lead capture.
- 4 E-Commerce stores need product visibility, intuitive filtering, and conversion-optimized category pages.

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Requirements are universal baselines. Industry, audience, and brand context will determine how each is executed.

Web Development

WHAT IT IS

The technical construction of your website - the code, infrastructure, platform, security, and systems.

WHAT IT ACHIEVES

A fast, secure, scalable, and reliable website that can grow with your business.

WHY IT MATTERS

Ongoing maintenance, security updates, and technical improvements are essential for competitiveness.

📁 CATEGORY 1: PLATFORM & ARCHITECTURE

- ☐ CMS platform selected based on business needs
- ☐ Scalable architecture - site can grow without a full rebuild
- ☐ Clean, well-structured codebase (HTML, CSS, JS)
- ☐ Database structured and optimized for performance
- ☐ Hosting environment appropriate for site size and traffic

⚡ CATEGORY 2: PERFORMANCE & SPEED

- ☐ Page load speed under 3 seconds on all key pages
- ☐ Image compression and WebP format in use
- ☐ Caching implemented (browser and server-side)
- ☐ Code minification applied (CSS, JavaScript, HTML)
- ☐ Content Delivery Network (CDN) configured
- ☐ Core Web Vitals passing in Google Search Console

📱 CATEGORY 3: MOBILE & CROSS-DEVICE

- ☐ Fully responsive across all screen sizes and devices
- ☐ Mobile performance separately tested and optimized
- ☐ Touch interactions work correctly on smartphones and tablets

🌐 CATEGORY 4: CROSS-BROWSER COMPATIBILITY

- ☐ Website tested and functioning across Chrome, Firefox, Safari, and Edge
- ☐ No layout breaks or functional errors in any major browser

🛡️ CATEGORY 5: SECURITY

- ☐ SSL certificate active (HTTPS across entire site)
- ☐ Regular security updates and patches applied
- ☐ Secure login and admin access protocols
- ☐ Form spam protection in place
- ☐ Firewall and malware scanning configured
- ☐ Regular backups automated and tested

Web Development - SEO, CMS, Integrations & Mistakes

🔍 CATEGORY 6: SEO-FRIENDLY DEVELOPMENT

- ☐ Clean URL structure
- ☐ Proper heading tag structure maintained in code
- ☐ Canonical tags implemented in development
- ☐ Robots.txt accessible and correctly configured
- ☐ Sitemap generated and auto-updating
- ☐ Structured data/schema implemented at dev level

📄 CATEGORY 7: CMS & CONTENT MANAGEMENT

- ☐ Content editable by the client without developer involvement for routine updates
- ☐ User-friendly admin dashboard
- ☐ Media library organized and manageable
- ☐ User roles and permissions set up correctly

🔗 CATEGORY 8: INTEGRATIONS

- ☐ Analytics platform connected (GA4, Google Tag Manager)
- ☐ Third-party integrations tested
- ☐ APIs functioning and load-tested

🛡️ CATEGORY 9: MAINTENANCE & SUPPORT

- ☐ Ongoing maintenance plan in place
- ☐ Uptime monitoring active
- ☐ Disaster recovery and rollback plan defined

⊗ COMMON MISTAKES

- ✗ Building for current needs only - not accounting for future growth
- ✗ Skipping cross-browser and cross-device testing before launch
- ✗ Launching without a backup and recovery system
- ✗ No ongoing maintenance plan - websites degrade without care
- ✗ Installing too many plugins that conflict or slow the site
- ✗ Ignoring security until a breach happens
- ✗ Non-developers unable to make basic content updates

IS YOUR WEBSITE'S TECHNICAL FOUNDATION SOLID?

Get a Free Website & SEO Audit from Skymoon Infotech. We review your technical infrastructure, speed, security, and code quality.

 [Claim Your Free Audit](#)

LOOKING FOR INDUSTRY-SPECIFIC WEB DEVELOPMENT GUIDANCE?

- 1 Healthcare websites require DPDPA compliance, compliant forms, and secure patient data handling.
- 2 Real estate portals need complex property filtering, map integrations, and dynamic listing databases.
- 3 Restaurant websites need reservation systems and menu management.
- 4 E-Commerce platforms need payment gateways, inventory systems, and order management.

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Requirements shift based on industry, compliance obligations, and technical complexity.

YOU ARE 3 SERVICES IN.

Most businesses are strong in one or two areas of digital growth, but rarely all of them. You might have a beautiful website with weak SEO. Or strong SEO with a checkout process that loses buyers. Or excellent content that nobody sees because your technical foundation is broken.

This is normal. Digital growth is complex, and the landscape shifts constantly. What worked in 2023 does not work in 2026. AI answers, zero-click searches, and experience-led design now determine who wins and who becomes invisible.

The question is: are you doing enough to compete in this environment?

FREE WEBSITE & SEO AUDIT

We review your technical health, on-page SEO, design quality, and performance against the exact checklists in this guide.

FREE AI VISIBILITY AUDIT

We check whether ChatGPT, Google Gemini, and Perplexity are citing your brand - or your competitors.

**BOTH ARE FREE. BOTH COME WITH CLEAR, HONEST FINDINGS.
NO PITCH. JUST CLARITY.**

 [Request Your Free Audit](#)

PPC & Performance Marketing

WHAT IT IS

All paid advertising channels - Google Ads, display, remarketing, paid search - where you pay for targeted traffic.

WHAT IT ACHIEVES

Immediate visibility, targeted high-intent traffic, measurable ROI, and ability to scale spend with results.

WHY IT MATTERS

PPC puts your brand in front of the right person at the exact moment they are searching.

🕒 CATEGORY 1: STRATEGY & GOALS

- ☐ Clear campaign objectives defined (leads, sales, calls, ROAS target)
- ☐ Target audience and buyer personas documented
- ☐ Budget allocation plan per campaign and channel
- ☐ Competitor ad analysis completed

🔍 CATEGORY 2: KEYWORD RESEARCH (PAID)

- ☐ High-intent, transactional keywords identified and prioritized
- ☐ Keyword match types used appropriately (exact, phrase, broad)
- ☐ Negative keyword list built and regularly updated
- ☐ Search term reports reviewed regularly to find waste

📁 CATEGORY 3: CAMPAIGN STRUCTURE

- ☐ Account organized by campaign type (Search, Display, Shopping, Remarketing)
- ☐ Ad groups tightly themed (1 topic per ad group)
- ☐ Campaign naming conventions clean and logical
- ☐ Budget and bid strategy set per campaign objective

✍️ CATEGORY 4: AD CREATIVE & COPY

- ☐ Multiple ad variations created for A/B testing
- ☐ Headlines include primary keyword and clear value proposition
- ☐ Descriptions include CTA, benefit, and urgency
- ☐ Ad extensions set up: Sitelinks, Callouts, Structured snippets, Call extensions, Location extensions

🏠 CATEGORY 5: LANDING PAGES

- ☐ Each ad group points to a dedicated, relevant landing page (not the homepage)
- ☐ Landing page message matches ad copy exactly
- ☐ Single clear CTA on each landing page
- ☐ Landing page loads in under 3 seconds
- ☐ Mobile-optimized landing page experience confirmed

PPC - Tracking, Optimisation & Mistakes

|| CATEGORY 6: CONVERSION TRACKING

- ☐ Google Ads conversion tracking installed and verified
- ☐ Google Tag Manager configured
- ☐ GA4 linked to Google Ads account
- ☐ All conversion actions tracked (form fills, calls, purchases)
- ☐ ROAS and CPA benchmarks set

🔄 CATEGORY 7: OPTIMISATION & MANAGEMENT

- ☐ Quality Score monitored and improved actively
- ☐ Bid adjustments applied by device, time, location
- ☐ Remarketing audiences built
- ☐ Monthly performance reports reviewed against KPIs

⊗ COMMON MISTAKES

- ✗ Sending paid traffic to the homepage instead of a dedicated landing page
- ✗ No negative keywords - paying for irrelevant clicks
- ✗ Running campaigns without conversion tracking set up
- ✗ Setting budget and leaving campaigns unmanaged
- ✗ Broad match keywords consuming budget without intent
- ✗ Not A/B testing ad copy
- ✗ Ignoring Quality Score - it directly affects your cost per click

IS YOUR AD SPEND WORKING AS HARD AS IT SHOULD?

Get a Free Website & SEO Audit from Skymoon Infotech. We review your landing pages, tracking setup, and conversion pathways.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC PPC GUIDANCE?

- 1 Healthcare PPC must follow YMYL ad policies with no unverified health claims.
- 2 D2C and e-commerce brands run Google Shopping and product-focused campaigns.
- 3 B2B companies run lead-gen campaigns with longer sales cycles and nurture funnels.
- 4 Local service businesses rely on location targeting, call extensions, and local search ads.

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PPC requirements shift significantly based on industry, compliance rules, audience type, and business model.

CRO (Conversion Rate Optimization)

WHAT IT IS

Improving your website so a higher percentage of visitors take the action you want.

WHAT IT ACHIEVES

More revenue and leads from the same traffic. One of the highest-ROI activities available.

WHY IT MATTERS

Getting traffic is hard and expensive. Letting it leave without converting is a business problem.

📊 CATEGORY 1: DATA & ANALYTICS FOUNDATION

- ☐ GA4 installed and tracking correctly
- ☐ Conversion goals set up (forms, purchases, calls, sign-ups)
- ☐ Funnel visualization or journey mapping in place
- ☐ Bounce rate and exit pages identified
- ☐ Heatmap tool installed (Hotjar, Microsoft Clarity, or equivalent)
- ☐ Session recording set up to observe real user behavior

👁 CATEGORY 2: USER BEHAVIOR ANALYSIS

- ☐ Heatmaps reviewed for click patterns and dead zones
- ☐ Scroll maps analyzed - what are people not seeing?
- ☐ Session recordings reviewed to identify friction points
- ☐ Form abandonment rate known and being tracked
- ☐ User feedback collected (surveys, on-site polls, exit intent triggers)

🏠 CATEGORY 3: LANDING PAGE & KEY PAGE OPTIMIZATION

- ☐ Clear, benefit-led headline above the fold
- ☐ Value proposition communicates "what's in it for me" immediately
- ☐ Single primary CTA - prominent, action-oriented copy
- ☐ CTA button colour creates contrast against page background
- ☐ Trust signals visible without scrolling
- ☐ Form length minimized - only essential fields present
- ☐ Page speed under 3 seconds

CRO - Testing, Funnel & Mistakes

📦 CATEGORY 4: A/B TESTING PROGRAMME

- ☐ A/B testing tool in place
- ☐ Test hypotheses based on data - not opinions
- ☐ One variable changed per test for clean results
- ☐ Minimum sample size achieved before calling a winner
- ☐ Winning variants deployed and documented

📈 CATEGORY 5: CONVERSION FUNNEL OPTIMIZATION

- ☐ Drop-off points in the funnel identified and prioritized for testing
- ☐ Checkout friction reduced (for e-commerce)
- ☐ Multi-step forms broken into stages for better completion rates
- ☐ Exit-intent interventions tested on high-exit pages
- ☐ Remarketing in place for users who leave without converting

⊗ COMMON MISTAKES

- ✗ Running A/B tests on gut feeling rather than data
- ✗ Testing too many elements at once - makes results unreadable
- ✗ Ending tests too early before statistical significance
- ✗ Improving traffic while ignoring conversion rate
- ✗ Treating all visitors the same - different users need different experiences
- ✗ Focusing only on the homepage and ignoring product, service, or landing pages

WANT TO KNOW WHERE YOUR WEBSITE IS LOSING CONVERSIONS?

Get a Free Website & SEO Audit from Skymoon Infotech. We identify your biggest conversion barriers and tell you exactly what to fix first.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC CRO GUIDANCE?

- 1 E-Commerce CRO focuses on cart abandonment, checkout friction, and product page optimization.
- 2 SaaS companies optimize free trial signups, demo requests, and onboarding flows.
- 3 Healthcare providers optimize appointment booking forms and trust signals for patient safety.
- 4 B2B service firms focus on enquiry form completion and consultation bookings.

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What you are optimizing for, and how, depends entirely on your business model, audience, and conversion goals.

E-Commerce SEO

WHAT IT IS

Optimizing an online store to rank higher - covering product pages, category pages, technical structure, and content.

WHAT IT ACHIEVES

Sustainable organic traffic without paying per click. Compounds over time into a cost-effective acquisition channel.

WHY IT MATTERS

Generic SEO does not translate to e-commerce. Product pages, faceted navigation, and duplicate content are unique challenges.

🏠 CATEGORY 1: SITE ARCHITECTURE & STRUCTURE

- ☐ Clean URL structure for all product and category pages (short, descriptive, keyword-rich)
- ☐ Logical category hierarchy (Homepage → Category → Sub-category → Product)
- ☐ Breadcrumb navigation implemented with breadcrumb schema
- ☐ Internal linking connects category pages to product pages and supporting blog content
- ☐ Faceted navigation (filters) handled with canonical tags or noindex to prevent duplicate content

⌂ CATEGORY 2: TECHNICAL SEO FOR E-COMMERCE

- ☐ Canonical tags on all product variations (size, colour, etc.)
- ☐ Duplicate product descriptions identified and resolved
- ☐ Redirect chains from old product pages resolved (301)
- ☐ Crawl budget optimized - no indexation of irrelevant filtered/sorted URLs
- ☐ XML sitemap includes all live product and category pages
- ☐ Page speed optimized for product and category pages
- ☐ Mobile-first product page experience confirmed

📋 CATEGORY 3: PRODUCT PAGE OPTIMIZATION

- ☐ Unique title tag per product
- ☐ Unique meta description per product (benefit-led, under 160 characters)
- ☐ Unique product descriptions - not manufacturer copy
- ☐ Primary keyword in H1 (product name)
- ☐ Image alt text describes product accurately with keywords where natural
- ☐ Product schema implemented (name, price, availability, reviews)
- ☐ Customer reviews with Review schema for rich snippets

📁 CATEGORY 4: CATEGORY PAGE OPTIMIZATION

- ☐ Keyword-optimized H1 per category page
- ☐ Unique category page descriptions
- ☐ Meta titles and descriptions unique per category page
- ☐ Category page internal links to sub-categories and top-selling products

CATEGORY 5: CONTENT STRATEGY FOR E-COMMERCE

- ☐ Buying guide/informational blog content feeding product and category pages
- ☐ Long-tail keyword content for product variations and specific use cases
- ☐ FAQ content on product pages addressing common buyer questions

E-Commerce SEO - Mistakes & Next Steps

⊗ COMMON MISTAKES

- ✗ Using manufacturer product descriptions - they create duplicate content across the web
- ✗ Ignoring category page SEO while focusing only on products
- ✗ Faceted navigation creating thousands of duplicate URLs
- ✗ No internal linking from blog content to product pages
- ✗ Thin product descriptions - not enough content for Google to evaluate relevance
- ✗ No review schema - missing star ratings in search results
- ✗ Canonicalization issues on product variations

IS YOUR ONLINE STORE RANKING WHERE IT SHOULD?

Get a Free Website & SEO Audit from Skymoon Infotech. We review your product and category pages, technical setup, and content gaps.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC E-COMMERCE SEO GUIDANCE?

- 1 Fashion e-commerce focuses on trend-based, seasonal, and attribute keywords.
- 2 Industrial and B2B e-commerce needs spec-heavy, technical product content.
- 3 Health and wellness stores must comply with claim restrictions and YMYL content standards.
- 4 Luxury goods e-commerce relies on brand-led content and editorial SEO strategies.

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E-Commerce SEO execution changes based on product type, platform, catalogue volume, and target audience.

E-Commerce Development

WHAT IT IS

The technical build of an online store - platform, catalogue, cart, checkout, payment systems, and backend.

WHAT IT ACHIEVES

A fully functional, secure, high-converting online store tailored to your products and customers.

WHY IT MATTERS

A slow product page, confusing checkout, or untrusted payment system silently destroys revenue.

 CATEGORY 1: PLATFORM SELECTION & SETUP

- ☐ Platform selected based on business size, catalogue size, and growth goals (Shopify, WooCommerce, custom)
- ☐ Hosting environment capable of handling peak traffic loads
- ☐ Domain and SSL configured from the start

 CATEGORY 2: STOREFRONT DESIGN & UX

- ☐ Mobile-first storefront - optimized for browsing and purchasing on smartphones
- ☐ Clear visual hierarchy on product pages
- ☐ High-quality product imagery support (zoom, multiple angles, video)
- ☐ Lifestyle imagery and product-in-use visuals supported
- ☐ Clean, minimal design that does not distract from the purchase

 CATEGORY 3: PRODUCT CATALOGUE & NAVIGATION

- ☐ Product categories and sub-categories logically structured
- ☐ Advanced filtering and sorting built in (by price, size, colour, category, rating)
- ☐ Search functionality with autocomplete and spell-correction
- ☐ Related products / upsell and cross-sell functionality built in
- ☐ Product variations (size, colour, etc.) handled cleanly

 CATEGORY 4: CART & CHECKOUT

- ☐ Checkout process minimized to as few steps as possible
- ☐ Guest checkout available (no forced account creation)
- ☐ Progress indicator visible in checkout flow
- ☐ Cart save / abandonment recovery functionality
- ☐ Order summary visible throughout checkout
- ☐ Discount code / voucher field included

E-Commerce Dev - Payments, Performance & Mistakes

🛡️ CATEGORY 5: PAYMENT & SECURITY

- ☐ Multiple payment gateways integrated (Razorpay, Stripe, PayPal, UPI, etc.)
- ☐ PCI compliance confirmed
- ☐ SSL active on all pages - especially checkout
- ☐ Trust badges displayed at payment stage
- ☐ Fraud protection configured
- ☐ Multi-currency support where needed
- ☐ Auto tax calculation configured correctly

📄 CATEGORY 6: ORDER & INVENTORY MANAGEMENT

- ☐ Inventory tracking system integrated
- ☐ Low stock and out-of-stock handling designed
- ☐ Order confirmation emails automated
- ☐ Order tracking pages functional
- ☐ Returns and refund process built into admin

⚡ CATEGORY 7: PERFORMANCE & SEO READINESS

- ☐ Page speed optimized on product and category pages
- ☐ SEO-friendly URL structure from day one
- ☐ Schema markup for products, reviews, and breadcrumbs implemented at build stage
- ☐ Google Analytics and Google Ads conversion tracking installed

🛡️ CATEGORY 8: POST-LAUNCH

- ☐ Ongoing maintenance and update plan in place
- ☐ Backup systems automated
- ☐ Security monitoring active

⊗ COMMON MISTAKES

- ✗ Forcing account creation before checkout - major conversion killer
- ✗ Too many checkout steps - every extra step loses buyers
- ✗ Non-HTTPS checkout page - instantly destroys trust
- ✗ Poor mobile product page experience on launch day
- ✗ No cart abandonment recovery system
- ✗ Choosing a platform based on cost, not fit for catalogue size and features
- ✗ Launching without conversion tracking set up

PLANNING TO BUILD OR REBUILD YOUR ONLINE STORE?

Get a Free Website & SEO Audit from Skymoon Infotech. Talk to our team about e-commerce requirements before you build.

 [Claim Your Free Audit](#)

LOOKING FOR INDUSTRY-SPECIFIC E-COMMERCE DEVELOPMENT GUIDANCE?

- 1 Fashion and apparel stores need lookbook UX, size guides, and attribute-heavy filtering.
- 2 Food delivery platforms need real-time inventory, geo-routing, and delivery slot management.
- 3 B2B industrial e-commerce needs bulk ordering, custom pricing, and account management portals.
- 4 Health and wellness stores need compliance-safe product pages and secure personal data handling.

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Platform, features, integrations, and compliance requirements all shift based on your product type, audience, and business model.

GEO (Generative Engine Optimization)

WHAT IT IS

Structuring content and authority so AI platforms cite your brand in real-time responses.

WHAT IT ACHIEVES

When someone asks ChatGPT or Perplexity for a recommendation, your brand gets mentioned.

WHY IT MATTERS

65%+ of Google searches end without a click. Brands not visible in AI responses lose customers they never knew they had.

 CATEGORY 1: CONTENT QUALITY & STRUCTURE

- ☐ All key pages contain factual, source-cited, quotable content
- ☐ Content written in clear, direct, extractable language (not vague or overly promotional)
- ☐ Statistics, data references, and citations included throughout content
- ☐ Content uses tables, lists, and headers - formats AI can easily extract
- ☐ Regular content updates to maintain factual accuracy

 CATEGORY 2: TOPICAL AUTHORITY BUILDING

- ☐ Deep content clusters built around core expertise areas
- ☐ Supporting articles interlinked to form a topic network
- ☐ Every key topic answered comprehensively - not just at surface level
- ☐ Content goes deeper than competitor content on the same topics

 CATEGORY 3: E-E-A-T SIGNALS

- ☐ Author bios on all content with credentials and area of expertise
- ☐ Content attributed to named subject-matter experts
- ☐ External sources cited and linked to within content
- ☐ About page communicates team expertise and company credibility clearly

 CATEGORY 4: TECHNICAL GEO REQUIREMENTS

- ☐ Structured data/schema implemented on all key pages
- ☐ Robots.txt configured to allow AI crawlers: GPTBot, PerplexityBot, ClaudeBot, Googlebot
- ☐ Entity information consistent across all web properties (name, address, description)
- ☐ Brand mentioned on authoritative third-party platforms (publications, industry directories, trusted sites)

 CATEGORY 5: SEO FOUNDATION (REQUIRED FOR GEO)

- ☐ Website ranking in top 20 organic results for core keywords (97% of AI Overviews cite top-20 pages)
- ☐ Strong backlink profile from trusted domains
- ☐ Technical SEO clean - no crawl errors or indexation issues

GEO - Monitoring, Mistakes & Next Steps

👁 CATEGORY 6: GEO MONITORING

- ☐ Regular manual checks of brand mentions on ChatGPT, Gemini, and Perplexity
- ☐ AI citation tracking built into reporting process
- ☐ Content gaps identified where AI is citing competitors instead

⊗ COMMON MISTAKES

- ✗ Blocking AI crawlers in robots.txt - your content becomes invisible to AI platforms
- ✗ Creating thin, vague content that AI cannot extract useful information from
- ✗ No topical authority - AI cites brands that own a topic, not ones that have one page on it
- ✗ No author credentials - AI platforms favour attributed, expert content
- ✗ Skipping SEO foundations and going straight to GEO - AI largely cites pages that already rank organically
- ✗ Never auditing whether your brand is actually being cited in AI responses

IS YOUR BRAND INVISIBLE TO AI SEARCH PLATFORMS?

Get a Free AI Visibility Audit from Skymoon Infotech. We check whether ChatGPT, Gemini, and Perplexity are citing your competitors over you.

✔ Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC GEO GUIDANCE?

- 1 Medical and healthcare brands need clinically cited, YMYL-compliant content for AI citation.
- 2 Financial services brands must navigate compliance and regulatory content restrictions.
- 3 Travel brands need location-specific content clusters for GEO authority.
- 4 Technology brands need deep technical content that LLMs can reference authoritatively.

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GEO content requirements, citation standards, and authority signals differ by industry, regulatory environment, and topic sensitivity.

AEO (Answer Engine Optimization)

WHAT IT IS

Structuring content to appear in Featured Snippets, People Also Ask, Voice Search, and AI Overview answers.

WHAT IT ACHIEVES

Your brand becomes the definitive answer before customers see any other result.

WHY IT MATTERS

47%+ of Google searches include an AI-generated overview. Invisibility in these positions is growing every month.

 CATEGORY 1: CONTENT STRUCTURE FOR ANSWERS

- ☐ Key pages include direct, concise answers to specific questions (40–60 words for featured snippet targeting)
- ☐ Content structured as: Question → Direct Answer → Supporting Detail
- ☐ H2 and H3 headings framed as questions where appropriate
- ☐ Bullet points and numbered lists used for process and list-based answers
- ☐ Tables used for comparison content
- ☐ Step-by-step formats used for instructional content

 CATEGORY 2: FAQ IMPLEMENTATION

- ☐ FAQ sections added to all key service, product, and category pages
- ☐ FAQs built around "People Also Ask" questions relevant to that page topic
- ☐ FAQ schema markup applied to all FAQ sections
- ☐ FAQs updated regularly as new search questions emerge

 CATEGORY 3: SCHEMA MARKUP

- ☐ FAQ schema on FAQ sections
- ☐ HowTo schema on process-based content
- ☐ Q&A schema on question-answer formatted pages
- ☐ Article schema on all blog and editorial content
- ☐ Rich results tested in Google's Rich Results tool

 CATEGORY 4: KEYWORD & QUESTION RESEARCH

- ☐ Question-based keywords identified for target topics (What, How, Why, When, Which, Where)
- ☐ People Also Ask data used to expand content
- ☐ Voice search query patterns researched (conversational, long-tail)
- ☐ Featured snippet opportunities identified for competitor-held positions

AEO - Language, Monitoring & Mistakes

🗨 CATEGORY 5: LANGUAGE & WRITING STYLE

- ☐ Content written in natural, conversational language matching how people actually speak questions
- ☐ Technical jargon minimized or clearly defined
- ☐ Every page answers the most obvious question a visitor would ask

👁 CATEGORY 6: MONITORING

- ☐ Featured Snippet wins tracked in Search Console
- ☐ PAA appearances monitored for target keywords
- ☐ Voice search query reports reviewed regularly

⊗ COMMON MISTAKES

- ✗ Writing FAQs that are too long - AI skips over verbose answers
- ✗ No schema markup - Google cannot classify your Q&A content correctly
- ✗ Questions on the page that are not the questions your customers are actually asking
- ✗ H2 headings that are topic labels, not questions - missing AEO structure entirely
- ✗ Content only optimized for reading - not for voice or direct extraction
- ✗ FAQ sections at the very bottom of the page - place them where they are contextually relevant

IS YOUR CONTENT STRUCTURED TO BE THE ANSWER?

Get a Free AI Visibility Audit from Skymoon Infotech. Find out how your content performs across Featured Snippets, PAA boxes, and AI-generated responses.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC AEO GUIDANCE?

- 1 Healthcare AEO must answer patient questions with clinically credible, YMYL-safe responses.
- 2 Legal services AEO answers rights, process, and outcome-based questions.
- 3 E-Commerce AEO targets product comparison and buying decision questions.
- 4 Technology brands answer how-to and product-function questions.

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What your audience asks, how they ask it, and what format of answer wins the snippet all change significantly by industry.

AIO (AI Overview Optimization)

WHAT IT IS

Ensuring content meets Google's citation criteria for AI-generated search summaries at the top of results.

WHAT IT ACHIEVES

Your content becomes the source Google's AI pulls from - position zero without a paid ad.

WHY IT MATTERS

47% of Google searches include an AI Overview. Brands not cited are pushed further from attention every week.

 CATEGORY 1: SEO FOUNDATION (ESSENTIAL FOR AIO)

- ☐ Website ranking in top 20 organic results for core keywords (97% of AI Overviews cite pages from this range)
- ☐ Strong on-page SEO across all key pages
- ☐ High-quality backlink profile from trusted domains
- ☐ No critical technical SEO issues

 CATEGORY 2: CONTENT QUALITY REQUIREMENTS

- ☐ Content is comprehensive - covers topics in full depth, not just surface level
- ☐ Information is accurate, up-to-date, and verifiable
- ☐ Source citations and data references included
- ☐ Content is structured clearly (headings, bullets, short paragraphs)
- ☐ Content addresses multiple angles of a topic - not just one perspective
- ☐ No AI-generated filler content - quality and depth are essential

 CATEGORY 3: E-E-A-T COMPLIANCE

- ☐ Named author with credentials on all content
- ☐ About page demonstrates team expertise clearly
- ☐ External sources cited and linked to within content
- ☐ Content reviewed and signed off by subject matter experts
- ☐ No unverified claims - especially in YMYL (health, finance, legal) topics

 CATEGORY 4: ENTITY & BRAND CONSISTENCY

- ☐ Brand name, description, and core information consistent across all web properties
- ☐ Google Business Profile accurate and complete
- ☐ Brand mentioned on authoritative external platforms and publications
- ☐ Wikipedia page or knowledge panel if applicable

 CATEGORY 5: STRUCTURED DATA & TECHNICAL

- ☐ Article schema on all editorial content
- ☐ Organization schema on the homepage
- ☐ AI crawler access confirmed in robots.txt
- ☐ Sitemap current and submitted to Google

AIO - Refresh, Monitoring & Mistakes

🔄 CATEGORY 6: CONTENT REFRESH STRATEGY

- ☐ High-performing content reviewed and updated at minimum every 6 months
- ☐ Out-of-date statistics and data replaced regularly
- ☐ New developments added to evergreen content as they happen

👁 CATEGORY 7: AIO MONITORING

- ☐ Google Search Console monitored for AI Overview appearance data
- ☐ Target keywords audited in Google to check AI Overview citations
- ☐ Brand mention in AI Overviews tracked regularly
- ☐ Competitor AI Overview citations monitored

⊗ COMMON MISTAKES

- ✗ Expecting AIO visibility without strong organic SEO rankings first
- ✗ Content that makes unverified or exaggerated claims - immediately disqualified by Google
- ✗ Anonymous content with no author - E-E-A-T failure signal
- ✗ Thin content hoping to appear in AI Overviews - depth and accuracy are non-negotiable
- ✗ Never checking whether your content actually appears in AI Overviews for your key queries
- ✗ Blocking Googlebot or AI crawlers - invisible to the entire system

IS YOUR CONTENT APPEARING IN GOOGLE'S AI OVERVIEWS?

Get a Free AI Visibility Audit from Skymoon Infotech. Find out whether your brand is being cited - or whether your competitors are taking those positions.

👉 Claim Your Free Audit

🔍 LOOKING FOR INDUSTRY-SPECIFIC AIO GUIDANCE?

- 1 Healthcare content must meet the highest YMYL standards - Google applies maximum scrutiny.
- 2 Financial services content must be compliant and regulation-safe.
- 3 E-Commerce brands need product-entity optimization and specification-level accuracy.
- 4 Technology brands need deep, technical content that demonstrates genuine expertise.

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AIO citation standards, E-E-A-T requirements, and content depth expectations are significantly higher for YMYL industries.

Content Marketing

WHAT IT IS

Strategic creation and distribution of valuable content to attract your audience, build authority, and convert readers.

WHAT IT ACHIEVES

Long-term organic visibility, topical authority, qualified traffic at every funnel stage, and the fuel for SEO, GEO, AEO, AIO.

WHY IT MATTERS

GEO, AEO, and AIO cannot function without deep, structured, source-cited content. Content powers your entire digital presence.

 CATEGORY 1: STRATEGY & PLANNING

- ☐ Content goals defined (traffic, leads, authority, conversions)
- ☐ Target audience and buyer personas documented
- ☐ Keyword research completed and mapped to content types
- ☐ Competitor content gap analysis done
- ☐ Content calendar planned (monthly or quarterly)
- ☐ Content types defined per funnel stage: ToFu (awareness), MoFu (consideration), BoFu (conversion)

 CATEGORY 2: CONTENT CREATION STANDARDS

- ☐ Every piece has a clear target keyword and search intent
- ☐ Content structured for scannability: short paragraphs, H2/H3 headings, bullet points, bold key phrases
- ☐ E-E-A-T applied: named author with bio, sources cited, accurate information only
- ☐ Content includes clear CTA
- ☐ Internal links included to related pages and service pages

 CATEGORY 3: SEO CONTENT REQUIREMENTS

- ☐ Target keyword in title, H1, first paragraph, and throughout naturally
- ☐ Meta title and description written per piece
- ☐ Schema markup applied (Article, FAQ, HowTo as appropriate)
- ☐ Semantic keywords and related terms included
- ☐ Image alt text on all visual assets
- ☐ Word count appropriate for topic depth and competitive search landscape

 CATEGORY 4: CONTENT DISTRIBUTION

- ☐ New content promoted across relevant channels on publication
- ☐ High-performing content amplified through paid promotion where ROI justifies
- ☐ Content repurposed into other formats where applicable

Content Marketing - Performance & Mistakes

|| CATEGORY 5: PERFORMANCE & OPTIMIZATION

- ☐ Content performance tracked in GA4
- ☐ Top-performing content identified and scaled
- ☐ Underperforming content reviewed and updated or consolidated
- ☐ Content refresh cycle in place (minimum every 6–12 months for evergreen pieces)

⊗ COMMON MISTAKES

- ✗ Publishing content without keyword research - writing for writing's sake
- ✗ Covering topics broadly instead of deeply - surface content does not rank or get cited by AI
- ✗ No E-E-A-T signals - anonymous, unattributed content is devalued by Google and AI platforms
- ✗ No content calendar - inconsistent publishing kills momentum
- ✗ Creating content but not distributing it - publish and pray is not a strategy
- ✗ Never reviewing performance - publishing without knowing what is working
- ✗ Treating blog content as separate from SEO, GEO, and AEO - they are the same system

IS YOUR CONTENT BUILDING AUTHORITY OR JUST FILLING PAGES?

Get a Free AI Visibility Audit from Skymoon Infotech. See if your current content is being cited by AI platforms - or get a Free Website Audit to see how your content is performing in search.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC CONTENT MARKETING GUIDANCE?

- 1 B2B content runs on whitepapers, case studies, and data-led guides.
- 2 B2C content runs on storytelling, listicles, lifestyle content, and user-generated formats.
- 3 Healthcare content must be clinically accurate, E-E-A-T compliant, and YMYL-safe.
- 4 E-Commerce content spans buying guides, product comparisons, and trend content feeding organic traffic to product pages.

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Content type, tone, depth, format, and compliance requirements are entirely shaped by your industry and audience.

SXO (Search Experience Optimization)

WHAT IT IS

Integration of SEO, UX, and CRO into a unified approach improving the entire user journey from search to customer.

WHAT IT ACHIEVES

Ensures investment in visibility actually converts into revenue. The bridge between getting found and getting business.

WHY IT MATTERS

Best AI visibility and highest rankings mean nothing if your site is slow, confusing, or unconvincing. SXO closes that gap.

🔍 CATEGORY 1: SEO FOUNDATION

- ☐ Strong keyword strategy aligned with search intent
- ☐ On-page SEO complete across all key pages
- ☐ Technical SEO clean - no crawl or indexation issues
- ☐ Website ranking for core target keywords

👤 CATEGORY 2: USER INTENT ALIGNMENT

- ☐ Every page's content matches the intent of the keyword that brought the visitor there
- ☐ Headline immediately confirms the visitor is in the right place
- ☐ Content depth matches what the visitor needs at that stage of their decision journey
- ☐ No misleading meta titles or descriptions - what you promise in search, you deliver on the page

⚡ CATEGORY 3: PERFORMANCE & SPEED

- ☐ Page load time under 2 seconds on all key pages
- ☐ Core Web Vitals passing: LCP under 2.5s, INP under 200ms, CLS under 0.1
- ☐ Mobile load speed separately tested and optimized

🏠 CATEGORY 4: EXPERIENCE DESIGN

- ☐ Mobile-first UX - complete experience on smartphones
- ☐ Clear visual hierarchy guiding the eye toward the primary action
- ☐ Navigation intuitive - visitors find what they need in 2-3 clicks
- ☐ Scannable content design throughout
- ☐ Accessibility compliance (WCAG 2.1 minimum)
- ☐ No layout shifts or broken elements on any device

➕ CATEGORY 5: CONVERSION INTEGRATION

- ☐ Clear primary CTA on every key page
- ☐ Trust signals visible without scrolling
- ☐ Conversion path is logical: Search → Click → Land → Understand → Act
- ☐ Forms minimized and easy to complete on mobile
- ☐ No unnecessary friction between visitor and conversion

SXO - Analysis, Schema & Mistakes

👁 CATEGORY 6: BEHAVIOURAL ANALYSIS

- ☐ Heatmaps active on key pages
- ☐ Session recordings being reviewed
- ☐ Bounce rate and exit page data monitored
- ☐ Scroll depth tracked to see where users stop reading
- ☐ User behavior data informing design and content decisions

⏏ CATEGORY 7: STRUCTURED DATA FOR SXO

- ☐ Schema markup on all key pages (enhances SERP display)
- ☐ Rich results tested and passing
- ☐ Breadcrumb schema for site structure clarity

🔄 CATEGORY 8: CONTINUOUS IMPROVEMENT LOOP

- ☐ Monthly review of behavioral data
- ☐ A/B testing programme running on key pages
- ☐ Improvements implemented, measured, and iterated
- ☐ Search Console data reviewed alongside on-site behavior data

⊗ COMMON MISTAKES

- ✗ Optimizing for rankings without measuring what happens after the click
- ✗ Treating SEO, UX, and CRO as separate departments - SXO is where they unite
- ✗ Slow page speed - 53% of visitors abandon pages that take over 3 seconds to load
- ✗ Content that ranks but does not match what the visitor was actually looking for
- ✗ No behavioral data - making design and content decisions without evidence
- ✗ Never testing - assumptions, not data, driving the website

IS YOUR WEBSITE TURNING VISIBILITY INTO REVENUE?

Get a Free Website & SEO Audit from Skymoon Infotech. Find out where your search experience is breaking down and what to fix first.

👉 Claim Your Free Audit

LOOKING FOR INDUSTRY-SPECIFIC SXO GUIDANCE?

- 1 Healthcare SXO is trust-led - credentials, patient safety language, and accessible design dominate.
- 2 E-Commerce SXO is speed and checkout-funnel driven - every second of delay costs real revenue.
- 3 Professional services SXO is clarity and credibility driven - clear offers, evidence, and frictionless enquiry forms.
- 4 SaaS SXO focuses on trial signup flows, onboarding UX, and feature demonstration pages.

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The SXO priorities for your website are defined by your industry, your audience's decision journey, and the specific conversion you are optimizing for.

☆ The Non-Negotiables - Where Every Service Meets

Some requirements appear across almost every service in this guide. These are the absolute non-negotiables - the foundations that underpin everything else. If these are weak, every service you invest in will underperform.

📱 1. Mobile-First Experience

APPEARS IN: SEO, WEB DESIGN, WEB DEV, CRO, E-COM SEO, E-COM DEV, SXO

72%+ of traffic is mobile. If your website does not work perfectly on a phone, nothing else on this checklist matters.

⚡ 2. Page Speed

APPEARS IN: ALL 12 SERVICES

Every 1-second delay in load time reduces conversions. Speed is both a ranking factor and a conversion factor.

👤 3. E-E-A-T Compliance

APPEARS IN: SEO, E-COM SEO, GEO, AEO, AIO, CONTENT MARKETING

Google and AI platforms both use these signals to decide who to rank and who to cite. All four must be present.

< > 4. Schema / Structured Data

APPEARS IN: SEO, E-COM SEO, GEO, AEO, AIO, CONTENT MARKETING, SXO

Schema tells search engines and AI platforms exactly what your content is. Missing schema means missed visibility across every channel.

📄 5. Content Strategy & Depth

APPEARS IN: SEO, GEO, AEO, AIO, E-COM SEO, CONTENT MARKETING, SXO

Shallow content ranks poorly, gets ignored by AI, and fails to convert. Depth, structure, and accuracy are now table stakes.

Businesses that win do not chase trends. They do the fundamentals exceptionally well - and then build strategically from there. Get your non-negotiables right first. Everything else becomes easier.

FREE WEBSITE & SEO AUDIT

Review technical health, on-page SEO, design, and performance.

Request Audit

FREE AI VISIBILITY AUDIT

Check AI citations on ChatGPT, Gemini, and Perplexity.

Request Audit

YOU HAVE JUST READ 12 CHECKLISTS.

How many boxes does your website actually tick?

Finding gaps is not a failure - it is clarity. And clarity is where growth starts. Most businesses will have found at least 3-4 significant gaps across these 12 services. The question is not whether you have gaps - everyone does. The question is what you do about them.

FREE WEBSITE & SEO AUDIT

We review your technical health, on-page SEO, design quality, and performance against the exact checklists in this guide. You receive a clear, prioritized report with honest findings - no jargon, no pitch, just actionable clarity on what to fix first.

FREE AI VISIBILITY AUDIT

We check whether ChatGPT, Google Gemini, and Perplexity are citing your brand - or your competitors - when your customers ask for recommendations in your category. You receive a detailed report on your AI visibility, citation gaps, and what content to prioritize.

**BOTH AUDITS ARE FREE. BOTH COME WITH CLEAR, HONEST FINDINGS.
NO OBLIGATION. NO PRESSURE.**

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