

# BUILD DOMAIN AUTHORITY AND WEBSITE TRUST

## checklist

### Domain Based Trust Signals

- Domain Name
- Domain Registration Period
- SSL Certificate
- Domain Whois Info

### On-Site Authority Factors

- Website Structure
- Website Size and Content Length
- Proper Legal Pages
- Long and Detailed About Pages

- Update Frequency
- On-Page SEO
- Well Structured URLs
- Content Quality

- No Keyword Stuffing

- Internal Linking
- Outbound Linking
- Citing, References and Sources
- Relevancy

- Mobile Friendly Pages
- Design of your Site
- Site Load Speed
- Bounce Rate

### Branding and Website Trust

- Google Authorship
- Brand Social Profiles
- Social Media Advertising
- Awards and Trust Badges

### External Authority Factors

- Backlinks from Trusted Sites
- .Edu and .Gov sites
- Large news websites
- Big magazine publications
- Wikipedia
- Viral and Q&A Sites
- Links from Google News Approved Sites
- Links from Industry Influencers

- Relationship with Influencers
- Social Activity
- Brand Mentions
- High organic CTR