**Authority Site Checklist**

* Check that your website is modern and professional
* Check that you follow on-page SEO best practices
* Include visible contact and customer service details
* Have an About Us page that features your story
* Demonstrate your Authority through credentials, videos, interviews, etc.
* Include case studies on your site
* Check that your site is maintained regularly
* Check that each page is useful and doesn’t have thin content
* Display your authority by using video content
* Check comments and encourage interaction
* Set up social media profiles on all channels to increase authority
* Do a link audit to see if you have a clean backlink profile
* Reach out and collaborate with other experts in your industry to increase authority
* Check for opportunities on your site to capture emails and build your email list
* Create guides, videos, ebooks and useful information that offers value to your visitors