Olive

SEO Checklist for Loyalty Programs

Use the best keywords

- ☐ **Research 3–5 search terms your customers use (e.g. "best rewards app for students")**
- ☐ **Avoid buzzwords—use plain, specific language**
- ☐ **Check tools like Google Keyword Planner or Answer the Public**

Create a dedicated page

- ☐ **Give it a clear, benefit-driven headline**
- ☐ **Include a short description that explains how it works**
- ☐ **Add one clear CTA (Join Now, Get Started, etc.)**
- ☐ **Write a short meta description for Google**
- ☐ **Make sure it works on mobile**

Build trust with language and links

- ☐ **Use words like "easy," "automatic," "secure," "no fees"**
- ☐ **Add testimonials, quotes, or customer reviews with keywords.**
- ☐ **Link to your loyalty page from high-traffic places, like your homepage and FAQs**
- ☐ **Ask partners or vendors to link to your program**
- ☐ **Share in newsletters, social posts, or blog features**
- ☐ **Include in guest posts or media features**

Keep it fresh and clear

- ☐ **Add a seasonal message or promo**
- ☐ **Update your FAQ**
- ☐ **Add a recent testimonial or quote**
- ☐ **Include a short explainer video or visual**
- ☐ **Name images clearly (e.g. cashback-rewards.png)**
- ☐ **Add descriptive alt text for each image**