

SEO CHECKLIST

Brainstorm Keyword ideas (think like a customer). If you were going to search for your own product/service, what would you type in Google? Do your customers want to know something, do something, visit a website, visit in person? Use keywords and long tail keywords. Write down 3-5 SEED keywords to begin with.	
Research the competition. Make a list of your competitors, go to their websites and see what keywords they are targeting. This can be done by reading their content, viewing their meta-tags and using tools such as <i>Ubersuggest</i> https://neilpatel.com/ubersuggest/ <i>Spyfu</i> - https://www.spyfu.com/?alt=5	
Use Keyword Research Tools (some free/some paid) Google Analytics – Use this to look at your website Organic Search traffic and what visitors have been searching in order to find your site. Google Adwords Keyword Planner – https://ads.google.com/home/ Lets you evaluate monthly global search volumes for keywords, competition levels and an estimated cost per click. Answer The Public - https://answerthepublic.com/ Gives you ideas on what people are searching for. Google Trends - https://trends.google.com/trends/?geo=US Keyword Tool - https://keywordtool.io/ KWFinder - https://kwfinder.com/ MOZ - https://moz.com/explorer semrush - https://www.semrush.com/lp/sem-7/en/	
Analyze the results	
Do your keywords sufficient search volume?	
Do your keywords have commercial intent? (if someone searches for your keywords, would they be looking at buying/working with your business?)	
Have you made sure your keywords are not too competitive for you to achieve a page 1 result?	
Compile a list of keywords. Top keywords can be used to optimise web pages, other keywords may be used for blog posts and Google ads.	
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SEO Basics

SERP – Search Engine Ranking Page. This is the page that shows up when you search for something in Google.

KEYWORD – Words or phrases that people type into a search engine when looking for a product or service.

LONGTAIL KEYWORD – This is when someone might type in a more specific request. Normally consists of 4 or more words, are generally easier to rank for but high conversion. Example – How to increase your SERP ranking (longtail keyword).

SEED WORDS – Products, services and other topics included in your website. Seed words are a great place to start getting ideas for keyword ideas for your website.

ON PAGE SEO – refers to text and images

OFF PAGE SEO – Links that link back to your page. These links give your page authority. The more trusted the site that is linking to you, the higher Google indexes your site.

Google E-A-T – Expertise, Google wants to see that you are an expert in your field. Authoritativeness, Google wants you to show that you are an authority in your field. Reviews greatly help with this. Trustworthiness, you need to show users that they can trust your website. Ensuring you have an SSL certificate is an important first step.

META Tag – Snippets of text that describes the page's content. Appears in the website code.

BACKLINKING – Considered the ultimate 'vote' for your website. They are links from another site back to yours. The more credible, reliable and authoritative sites that link to you means more 'votes' for your site!

