

# SEO

# DOMINATION

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Checklist



## SEO Marketing School – Checklist

### Introduction

- SEO is still the biggest traffic generator online
- SEO is organic traffic from the search engine
- The goal of SEO is to optimize your site for higher search engine rankings
- Content is what google can read and use that to rank your site
- Link building is the second biggest thing about ranking higher, it's all about quality and not quantity with links

### What is SEO?

- SEO stands for search engine optimization
- Getting your website higher in the search rankings so you get more traffic from people searching for keywords
- Content, on page SEO and link building are the biggest drivers in your ranking
- There is a process to follow and a right way and a wrong way to do SEO
- SEO changes so keeping up with the latest tactics and strategies is a must to stay ahead of the competition.

### Keyword Research

- The words people type into search engines are called keywords.
- Doing proper keyword research allows you to choose keywords that you can rank for which will get you traffic.
- This is a critical step in the SEO process, miss this and you could waste massive amounts of time trying to rank for something which won't produce results.
- Focus on long tail keywords in the beginning as you have a higher chance of ranking for them.

### On-Page SEO

- On-page SEO is optimizing the technical aspects of your site.
- The items you should be optimizing for are:
  - Content
  - Title tag
  - URL
  - Meta description
  - Headlines
  - User experience

### Link Building

- Link building is a huge factor in your ranking
- You want to generate links from other people sites back to yours
- The higher quality the link the more power it has
- Getting a link from a high quality website back to yours is like getting a positive review, and the search engines recognize this and rank you higher
- Always stick to creating good links, as bad links can ruin your rankings forever.

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- How to Execute a Content Marketing Strategy**
  - Having a good content marketing strategy is key for successful long term SEO
  - This should consist of:
    - Figuring out your audience
    - Define yourself
    - Do your keyword research
    - Create great content
    - Update your content
  
- 10 SEO Best Practices**
  - Keyword placement
  - Search intent
  - Page speed
  - Use HTTPS
  - Avoid duplicate content
  - Optimize your images
  - Insert relevant hyperlinks
  - Use your keyword research
  - Use google search console long form content
  
- Advanced Tactics**
  - Build topic clusters
  - Do an SEO audit
  - Look for journalist keywords
  - Work on internal link building
  - Use dynamic parameters
  
- How to Measure and Track SEO Results**
  - You need to track key aspects of your SEO campaigns. If you don't measure and track you won't know what to improve
  - This to track are:
    - Organic traffic
    - Quality of SEO traffic
    - Keyword ranking
    - Identify slow loading pages
    - Engagement metrics
  
- Conclusion**
  - Now you have the right SEO plan, its time to take action
  - Stick to the plan, implement the strategies
  - SEO traffic won't show up overnight, have realistic expectations
  - Just know once you start getting and building you traffic through SEO, it can be non-stop for years to come
  - Imagine never having a traffic problem again, SEO can do that for you.