SEARCH ENGINE OPTIMIZATION

Checklist

Checklist

It's recommended that you print this checklist out so you can work side-by-side with the main ebook. The idea of this checklist is to mark off 1-by-1 what you've learned and had an understanding about.

Once you have had a full understanding of each chapter, topics, and subject throughout the main ebook, simply check it off. A great way to keep organized and not backtracking what you already have learned.

- **Introduction**
- Using SEO For Internet Marketing

- **The Importance Of Search Engine Marketing**
  - Ensure Your Business Website Is Registered With The Major Search Engines
  - What Can SEO Do For My Business Website?
  - SEO Is Not a One-Time Deal
  - How Important Is Search Engine Marketing?
- The Important Aspects Of SEO

- **Tips For Search Engine Optimization**
- Tips For SEO Success - Get The Most For Your Efforts
  - The Importance Of Keywords
  - Test and Track Your SEO
  - Linking The Right Way
  - Stagnation and SEO Don't Mix
- SEO Success

- **Success For Your Business With Search Engine Optimization**
  - Familiarize Yourself With Google
  - Will Pictures Or Videos Help With My Website Rankings
  - When Should I Begin Thinking About SEO
  - Keywords and Your Website
  - What If I Am Not Confident With Performing SEO
  - What Do I Do Now
- SEO For Small Businesses - A Chance To Rank Higher With Big Businesses
  - Step #1 - Research
  - Step #2 - Implementation
  - Step #3 - Maintenance

- **SEO Tips For WordPress Marketing**
- SEO Strategies Will Drive Organic Traffic To Your Site

- **SEO Link Building**

- Contextual Link Building
    - Quantity Of Your Links
    - Quality Of Your Links
    - Get Links From High Ranked Websites
    - Avoid No Follow Links
    - Focus On Relevant Links
    - Use Anchor Text
    - Use Contextual Link Building

- **Common SEO Mistakes and How To Avoid Them**
    - Avoid Targeting The Wrong Keywords
    - Do Not Ignore Your Title Tag
    - Using a Flash Website That Does Not Contain HTML
    - Using Java Script Menus
    - Do Not Forget Consistency and Maintenance
    - Do Not Concentrate Too Much On Your Meta Tags
    - Do Not Use Only Images For Your Headline
    - Do Not Ignore Your URL's
    - Avoid Backlink Spamming
    - Avoid Having A Lack Of Related Keywords In Your Content
- Things To Remember When Creating Your SEO

- **Search Engine Marketing Solution For Your Online Business**
- SEO Friendly Website - Many Ways To Increase Traffic On Your Website
    - Find Out What Terms People Are Searching For
    - Find Out What Terms Your Competition Is Using

- **Black Hat SEO Can Destroy Your Business**
    - Be Careful To Not Stuff Your Keywords
    - Avoid Using Invisible Text
    - Do Not Use Doorway Pages
- Creating a Great SEO Website
    - Be Creative In Your Keyword Research
    - Make Your Site Easy To Use

- Be Sure That Your Content For Your Site Is Relevant
- Make Sure You Add Key Rich Keywords and Tags
- Make Sure Each Page Of Your Site Is Unique

- **Conclusion**