



SEO CHECKLIST

Keyword Research

- Go to <https://soovle.com> and try different keywords
- Determine Primary Keyword
- Create list of 10 Secondary Keywords
- Create key phrases of 4-5 words
- See who is ranking in the #1 position for your keywords

Site Structure

- Use your Primary Keyword in your Site Title
- Use your Primary Keyword in your Site Description
- Use your Primary and Secondary Keywords in your headings, content, image descriptions, and URLs
- Choose Keywords in content to link to other pages
- Create Headings with Keyphrases to break up content

Content

- Determine a topic that solves a customer problem
- Research what content is currently available already
- Brainstorm how to improve currently available content
- Write a 2,000+ word article including as many keywords that you can while maintaining readability



SEO CHECKLIST

Links

- Determine your best place to create backlinks
 - Reach out to website owners for guest posting
 - Look for potential business directories for listings
 - Maintain an active social media presence
 - Create great content on your site and share it with other high-quality sites for potential links
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Next Steps

- Develop a content creation schedule
- Continue to refine your keyword list
- Subscribe to a newsletter or podcast on digital marketing
- Enlist additional team members to be responsible for creating content
- Schedule a consultation with an SEO Expert

