

### Introduction

A comprehensive SEO checklist that will help improve your search engine optimization process for every single blog post you write from here on out. Here's what we'll cover:

- Content and audience research.
- Preliminary keyword research.
- Competitive analysis.
- Relational keyword research.
- Content creation and optimization.
- Promotion and link acquisition.

Credit: <http://www.moneyjournal.com/seo-checklist/>  
Infographics on website

### Step 1 USE BUZZSUMO TO FIND HOT TOPICS

*A recent study from Buzz Sumo found a positive correlation with inbound links and social share count.*

- ☐ Search for a broad keyword phrase (ie. learn guitar).
- ☐ Look for high levels of social sharing and more than one authority site.
- ☐ Create two lists of keyword phrases.
  - List 1: Closely related words (ie. play guitar).
  - List 2: Modifiers ( ie. 'how to', 'best', 'top').

### Step 2 GOAL ALIGNMENT CHECK

*Your keywords should target an audience that fulfills a conversion goal. Ask yourself these questions:*

- ☐ Does my topic align with my website's bottom line?
- ☐ Are my keyword targets what my audience is looking for?

### Step 3 PRELIMINARY KEYWORD RESEARCH

*Before you invest your time in keyword research, dive shallow before you dive deep.*

- ☐ Use the 'multiply keyword list' function in Google Keyword Planner.
  - ☐ Insert your closely related words under list 1.
  - ☐ Insert your modifiers under list 2.
  - ☐ Export your keyword data.
  - ☐ Reverse your lists and generate new data.
  - ☐ Export your keyword data again.

### Step 4 COMPETITIVE ANALYSIS

*Picking your battles is a golden rule in the game of SEO. Find targets you can compete with by analyzing keyword difficulty.*

- ☐ Download MozBar for Chrome or Firefox.
- ☐ Google your keyword search queries.
- ☐ Analyze the Domain Authority (DA) and Page Authority (PA) of the top 10 results. Run a self-check by asking these questions:
  - ☐ Do most results have moderate to low DA and PA?
  - ☐ Are most results from media giants?
  - ☐ Have most results actively optimized for the keyword in question?
    - ☐ Analyze page titles.
    - ☐ Analyze keyword density.

### Step 5 IN-DEPTH KEYWORD RESEARCH

*You should now have a good idea as to which keywords you'll be optimizing for. The most effective keyword research is focused on a specific niche topic. It's easier to rank and you'll drive in a hyper targeted audience. Let's generate more keywords.*

- ☐ Copy keywords from Google's 'related search results'.
  - ☐ Google your search query and scroll to the bottom of the page.
  - ☐ Copy the keyword phrases into Keyword Planner or your excel sheet.
- ☐ Use LSIs (synonyms) to capture more keyword rankings.
  - ☐ Google your search query and look for bolded words that are not exact word matches within your query. (ie. Fast = Quick, Learn = Learning).
  - ☐ Copy the keywords into Keyword Planner or your excel sheet.
- ☐ Multiply your keyword phrases with KeywordTool.io.
  - ☐ Take your medium to high traffic keyword phrases and enter it in at **KeywordTool.io**.
  - ☐ 'Copy All' and paste into your favorite keyword research tool.

### Step 6 GOAL ALIGNMENT CHECK #2

*If your content isn't going to propel you closer to your end goal, you're wasting your time. Here's a quick self check:*

- ☐ Will my content work towards my bottom line?
- ☐ Are my keywords targeting the audience I want?



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Page 1 of 2.

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### Step 7 ORGANIZE KEYWORDS FOR YOUR CONTENT

*Keywords are about relationships. They should fit your content and not the other way around.*

- ☐ Remove phrases that do not make sense when used in a sentence.
- ☐ Look through your content outline and assign relevant keywords where they fit best.
- ☐ Use forums to find the exact language your target audience is using.
- ☐ Use Quora to find pain points from your target audience.

### Step 8 CRAFTING YOUR CONTENT

*Your content should be for real people first and search engines second. Ask yourself these questions when creating your content.*

- ☐ Am I serving my target market's intent?
- ☐ Have I used my primary keyword phrase in the first 100 words of my post?
- ☐ Is my content thin? Studies show longer content (>2,000+ words) rank better in the SERPs.
- ☐ Am I providing exceptional value or is it the same as every other article out there?

### Step 9 ON PAGE OPTIMIZATION

*Page speed, Meta titles and Meta descriptions are worth optimizing for SEO. Your Meta tags and social tags contribute massively to your click through rate.*

- ☐ Optimize images (file name, file size) using tools like Jpegmini and PunyPNG.
- ☐ Create an attractive headline using examples from Buzz Feed.
- ☐ Create attractive social share images using Canva.
- ☐ Optimize social share settings using Wordpress SEO by Yoast.
- ☐ Test page speed using Pingdom tools.

### Step 10 Promotion

*Successful online marketers spend 20% creating content and 80% promoting it.*

- ☐ Email your subscribers. Ask for a comment and share.
- ☐ Post and promote on social media.
- ☐ Reach out to experts you mentioned in your post.
- ☐ Join engaged Facebook and Google Groups.
- ☐ Find and reach out to niche relevant sites.
  - ☐ Google: "intitle:link roundup [KW\_Phrase]" or other variations.
  - ☐ Reverse engineer links of top ranked competitors using Ahrefs.
- ☐ Contribute to forums by adding value to the conversation.
- ☐ Comment on other blogs and add value to the post.
- ☐ Contribute on Quora by coherently answering the question. Don't forget to include your link.



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