Intrroduction

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 traffc 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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Published 28th October, 2015.
Last updated 13th May, 2016.
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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 realpeople 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.