

「 STABLE WP 」

「 THE ULTIMATE
SEO CHECKLIST 」

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THE ULTIMATE SEO CHECKLIST

Are you looking to grow your organic traffic and boost your brand online?

Look no further!

This step-by-step SEO checklist is all you need to rank on top of Google (and other search engines) and get a ton of organic visitors to your site.

BASIC SEO

- Install Google Analytics (GA)
- Setup Google Search Console (GSC)
- Install Yoast SEO plugin
- Create and submit a sitemap to GSC

KEYWORD RESEARCH

- Brainstorm seed keyword ideas
- Compile a long-tail keyword list
- Find question-based keywords
- Estimate the traffic potential
- Understand search intent
- Determine the most profitable keywords
- Come up with LSI keywords

CONTENT SEO

- Have an engaging intro
- Include target keyword in your first paragraph
- Optimize your content for readability
- Write short sentences and paragraphs
- Break up the text with subheadings (H2, H3, H4,...)
- Insert a table of contents (with jump-links)
- Enhance content with images and graphics
- Boost your SEO with videos
- Create monster (in-depth) content

ON-PAGE SEO

- Optimize your URLs
- Optimize Title Tags and Meta Descriptions
- Use a single H1 tag per page
- Include target keyword in your H1 tag
- Insert internal links
- Link out to relevant external sources
- Conduct image SEO (optimize alt text)
- Sprinkle synonyms and LSI keywords
- Add relevant Schema Markup

TECHNICAL SEO

- Check GSC for crawl errors
- Optimize your internal linking (site architecture)
- Boost your loading speed
- Ensure you have a mobile-friendly website
- Switch to HTTPS (get an SSL certificate)
- Fix duplicate content issues
- Resolve broken link problems

OFF-PAGE SEO | LINKBUILDING

- Create link-worthy content
- Submit your site to directories
- Build links with guest posting
- Reverse engineer competitors
- Find unlinked mentions
- Broken link building
- Outreach to influential bloggers
- Promote your content



Next steps

Need help with SEO?

Get a free strategy call now!

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