

# KILLER SEO CHECKLIST

110+ actionable steps to success.



## BASIC SEO

- Create a New Brand With a Unique Domain Name
- Stick To Any One Domain / Version - www or www- www
- Install Your SEO
- Check & Review Google Analytics Account
- Exclude Internal Traffic From Google Analytics
- Check For Hacking and Malware
- Creating TLD Extension for Better Local Search Ranking
- Optimize Your Site With WP SEO Plugin
- Setup/Check Google Analytics/Google Tagout Account
- Set Up Google Analytics
- Install Bing Webmaster Tools
- Domain Age Is More Important For Ranking

## KEYWORD RESEARCH

- Use Google Keyword Planner To Find Missed Keywords
- Understand User Search Intent
- Use The Right Mix of High & Low Volume Keywords
- Understand Keyword Search Volume
- Understand Keyword Difficulty
- Head Terms vs Long Tail Keywords
- Drive Deeper Intrinsic Questions People Are Asking
- Try Out Online Communities For Keyword Ideas
- Use AIT Tool To Find "Question Keywords"
- Pick One Keyword Per Page



## ON-PAGE SEO

- Link Out To Relevant & Authoritative Sites
- Add/Modify Alt Text
- Use Optimized Robots.txt
- Keep Outbound Links To Minimum
- Optimize Social Share Image/Buttons With Your SEO
- Keyword at the Beginning of URL
- Use Heading Tags (H1) To Get More Traffic
- No Index or Remove This Pages
- Add Breadcrumbs To Improve Navigation
- Link Out To Diverse Sources
- Submit a XML Sitemap To Speed Up Indexing
- Optimize Your Images For Better Rankings
- Also Create an HTML Sitemap
- Use Alt Tags Effectively To Optimize Images
- Use Social Page (Into Title & Description)
- Internal Content Linking On Long Tail Keywords
- Use Rel Canonical Tag To Improve Ranking
- Use Meta Keywords To Rank Well On All Search Engines
- Use H1 Headers Effectively

## OFF-PAGE SEO

- Submit to Google Local Listing
- Make Use Of Local Citations
- Replicate Your Competitor's Links
- Competitor Link Profile Analysis
- Use Google Business Profiles
- Importance of Defollow vs Nofollow Links
- Blog Commenting
- Business Profile
- Web 2.0 Creation
- Set Up Link Monitoring
- Be Active On Quora To Improve Ranking
- Create Social Brand Pages To Boost Ranking
- Provide Testimonials For Your Products/Tools, Services, or Companies
- Reach Out to Friends/Collagues
- Use Social Bookmarking To Boost Page Rank

## CONTENT CHECKLIST

- Check For Duplicate Content
- Write Powerful and Compelling Headlines
- Write Briefly Focused Content
- Proofread The Content Before You Go Live
- Use Engaging Images and Videos
- Optimize Your Content On Page
- Use Keyword Once In The First 150 Words
- Optimize the Readability of Your Content
- Implement LSI keywords To Boost SEO Traffic
- Create Long & Statistics Based Content To Drive More Search Traffic
- Use Capital Letters To Highlight Keywords
- Make Use Of Bullets & Numbered Lists While Writing
- Properly Update Content/Blogs
- Start Blog Title With Keyword
- Place Your Site's Content Above The Fold
- Use "The Skyscraper Technique"
- Focus on Content Features
- Featured Snippets

## TECHNICAL SEO

- Make Your Website Responsive
- Reduce PageLoad/ Distracting Ads
- Check For Broken Links
- Use Semantic Markup To Improve Ranking
- Use Short And Descriptive URL Permalink
- Find Out How Google Views Your Pages
- Fix Any Missing or Duplicate Meta Tags
- Use Gtmetrix & Pingdom To Optimize Website Speed
- Regular Updates and Monitoring
- Use Google's Siteowner Tool To Improve
- Do A Cross Browser Testing To Check Cross-Browser Compatibility
- Fix 404 Errors
- Use a Site Audit Tool to Double-Check Everything
- Speed Up Website By Choosing Reliable Host
- Use SSL Certificate To Boost Ranking
- Use Social Sharing Buttons
- Accelerated Mobile Pages (AMP)
- Use Plugins For Multi-page Posts
- Unblock JavaScript and CSS from Subdomain Files
- Create Sitemaps for Your Website
- Redirect Attachment URLs To Parent Post
- Install CDN to Reduce Page Load Time
- Social Signals Impact Search Engine Rankings
- Use Plugins To Differentiate Words in URL
- W3C Validator

## ADVANCED LINK BUILDING

- Create Infographics To Generate Backlinks
- Enhance Your Outreach Strategy
- Effective Use Of Guest Blogging
- Look For Broken Link Opportunities
- Search For Broken Link Building Opportunities On Wikipedia
- Unlinked Brand Mentions
- Resource Page Link Building
- Get Media Mentions With HARO
- Monitor and Reclaim Any Lost Backlinks
- Build Contextual Backlinks With Link Roundups
- Decorate a Podcast Guest
- Mention Influencers In Your Blog Posts
- Sponsored Posts or Sponsored Content
- The Skyscraper Method

### Disclaimer:

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