

SEO Checklist



The Steps Necessary To Increase WEB Traffic
and Build More Profitable SEO Campaigns

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Women in Ecommerce

Getting your website to rank in the search engines is both an art and a science. Most experts agree that to get your page to rank, there are a few core steps that matter the most. Follow this checklist to get your SEO campaign kicked off to a solid start.

___ Setup **The Google Search Console** - [The Google Search Console](#) is a powerful free SEO tool that can help you keep track of your site's performance.

___ Setup [Bing Webmaster tools](#) - it is especially useful for Keyword research

___ Setup [Google Analytics](#) for your site - Google Analytics is the BEST way to see how people find (and use) your site.

=> Keyword Selection

This is the most important step. Choosing what keywords you're trying to rank for is one of the most important decisions you will make in your online business presence. Choose it right and you'll make it much easier to rank and get traffic to your website.

Choose wrong and you'll either be fighting an uphill battle in terms of competition, or you'll just not get the traffic you want.

Here are three things to consider when choosing keywords:

___ Traffic - Does this keyword get enough traffic to make it worth it to target this keyword?

___ Competition - How many other people are targeting this keyword?

___ Quality - If you can rank for this keyword, will it attract the kind of

people you want?

Use Keywordtool.io to scrape Google Suggest keywords, which makes the keyword building process much easier to scale.

Use the [Google Keyword Planner](#) to research keywords

If you can choose keywords that get decent traffic, have competition that you can overcome and attract the kind of people who would pay for your product, then you're on a very good track.

=> On-Site Optimization

On-site optimization basically means making it easy for Google to figure out what your website and your web pages are about. Google puts more weight on the first 150 words of your page. Use your keyword once here.

The most important thing is your title tag. More than anything on your page, your title tag determines what Google thinks your page is about. Make sure your keywords are in your title tag, preferably close to the beginning of the tag.

The second most important tag is your **H1 tag**. This is your headline tag. Google also looks at this to determine what your site is about.

That's about all that matters as far as on-page SEO goes. In the past, things like meta tags, HTML validation, keyword density and so on all mattered a lot more. Today on-page optimization is much more simplified.

___ Make sure you fix any broken links on your site. Dead links? Use redirects to send visitors to relevant pages such as optin pages, information pages, etc.

___ Make sure your site is secure with https: instead of http:

___ Optimize images on your site - use alt tags, descriptions and keywords. Name your images using your main keywords and/or keywords used in your blog posts.

=> Getting Backlinks

At the heart and soul of any SEO campaign is backlinks. Backlinks are what drives web pages up and down on Google.

There are many techniques to getting backlinks. At the most basic level, it's creating very good content and promoting that content.

There are several ways to get backlinks, including:

___ Getting in the press Write and share news via press releases and share via email, social media

___ Social Networking - Facebook, Twitter, etc.

___ Social News - Digg, Reddit, etc.

___ Link baiting - Creating interesting content with the express intent of getting linked back to

- ___ Make pages on About.me, Hubpages, etc.
- ___ Write articles on [Medium](#), [Thrive Global](#) and other sites that allow content - make sure it's where your target audience hangs out!
- ___ Guest blogging - find places your target audience visits and see if they accept content in the form of articles, podcasts, videos
- ___ Create a podcast to share on Stitcher, PodOMatic, [Anchor.fm](#), etc.
- ___ Write testimonials for others.
- ___ Post relevant articles to LinkedIn and share on social media
- ___ Find niche-relevant resource pages via Google. Contact the relevant ones and offer a valuable resource that would benefit their audience
- ___ Participate in online events that link back to your site
- ___ List your business in relevant online directories
- ___ Get links from the companies with whom you have existing relationships
- ___ Get listed in **Best of** lists
- ___ Publish your own "Best of" "Top 10" "Top 100" Lists like the [Top 100 Business Books by Women](#) listed on [HER Business Listings](#)
- ___ Find Broken Links on other relevant websites - Find them by using these search queries in Google:
 - your keyword + links
 - your keywords + resources
 - keywords inurl:links

For example, if I have a web consulting website, I'll search for web consulting+ links.

To easily find broken links on those pages, download and install the Google Chrome plugin called [Check my Links](#).

___ Create infographics with your company/links.

___ Build Internal Links - a good onsite link-building structure will help your visitors find relevant content and lead them where you want them to go.

When you follow this checklist, you'll do better than most internet marketers. Make sure you're targeting the right keywords, optimize your website well and then spend the majority of your time and resources on getting backlinks.



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You will get a report that tells you how to

- Improve on-page SEO
- Test any subpage and more!

You will also get valuable SEO tips for your website.