

SEO CHECKLIST

KEYWORD RESEARCH



DEFINE USER PERSONA



MATCH USER INTENT



IDENTIFY USER INTENTION



ANALYZE KEYWORD METRICS



BUILD KEYWORDS LIST



RESEARCH COMPETITION



REFINE & IMPLEMENT IN CONTENT

KEYWORD RESEARCH TOOLS

GOOGLE ANALYTICS

*GOOGLE SEARCH CONSOLE

GOOGLE TRENDS

AHREFS KEYWORD EXPLORER

ANSWER THE PUBLIC

MOZ KEYWORD EXPLORER

*SCREAMING FROG

SEMRUSH

UBERSUGGEST

ON-PAGE & CONTENT SEO CHECKLIST



KEYWORD OPTIMIZATION



LANDING PAGE TEXT/BLOG CONTENT QUALITY WITH KEYWORDS



META DATA



OPTIMIZE PHOTOS - ALT TAGS

ON-PAGE & CONTENT TOOLS

MOZBAR CHROME EXTENSION

SCREAMING FROG

SEOCRAWLER

MOZ ON-PAGE GRADER

OFF-PAGE SEO CHECKLIST



SET-UP LINK BUILDING STRATEGY



SET-UP GOOGLE MY BUSINESS



SOCIAL MEDIA



IMPLEMENT SKYSCRAPER TECHNIQUE



PARTICIPATE IN FORUMS

OFF-PAGE & CONTENT TOOLS

SEMRUSH BACKLINK AUDIT

SEMRUSH LINK BUILDING TOOL

GOOGLE MY BUSINESS

TECHNICAL SEO CHECKLIST



SET-UP ANALYTICS & DIAGNOSTIC TOOLS



OPTIMIZE PAGE SPEED



INTERNAL LINK ARCHITECTURE



STRUCTURED DATA - FAQ



MAINTAIN CLEAN CODE



MOBILE OPTIMIZATION

TECHNICAL SEO TOOLS

PAGESPEED INSIGHTS

MERKLE SCHEMA MARKUP GENERATOR

GOOGLE MOBILE-FRIENDLY TEST

SCREAMING FROG SEO SPIDER