

SEO CHECKLIST

Bonus SEO checklist for readers of SEO 2020 by Adam Clarke, available on Amazon.com

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<https://bit.ly/review-seo-2020-book>

1. KEYWORD RESEARCH

	Completed?
<p>1.1 - Competitive research Steal keywords from competitors using the Keyword Density Checker or Ahrefs' Organic Keywords report Resource/s https://www.seoreviewtools.com/keyword-density-checker/ https://ahrefs.com/</p>	<input type="checkbox"/>
<p>1.2 - Brainstorm a master list of keywords Brainstorm your own master list by sketching out a grid of words your target customer might use. Split the words into different prefixes and suffixes. Then combine them into one giant list using the free Mergewords tool. Resource/s http://mergewords.com</p>	<input type="checkbox"/>
<p>1.3 - Find traffic data and suggestions for your keyword list Sign up to a free Google Adwords account and access the Keyword Planner tool to get information on how much traffic your keywords receive in Google. Resource/s https://adwords.google.com/home/ https://kwfinder.com/</p>	<input type="checkbox"/>
<p>1.4 - Find keywords for easy rankings Using a paid tool such as KWFinder's SEO Difficulty report, simply enter your keyword into their tool, click "check difficulty," and it will show vital stats for pages appearing in the top 10. Resource/s https://kwfinder.com/</p>	<input type="checkbox"/>
<p>1.5 - Check your site's overall SEO strength Using Ahref's Site Explorer tool, you can see the same stats for your site, and set targets for beating the competition. Armed with this knowledge, you can hunt around to find keywords with reasonable levels of traffic, weak competition, and set targets for how many links you need for a top listing.</p>	

Resource/s https://ahrefs.com/	<input type="checkbox"/> Y/N
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2. ON PAGE SEO

	Completed?
<p>2.1 – Enable search engine friendly URLs Enable this option in your site settings. If your site doesn't have search engine friendly URLs, talk to your web developer to fix this up.</p>	<input type="checkbox"/> Y/N
<p>2.2 - Ensure site navigation is made of real text links – not images If you do not have the main navigation featured in text, your internal pages will almost be invisible to Google and other search engines.</p>	<input type="checkbox"/> Y/N
<p>2.3 - Add links to pages you want visible to search engines and visitors on the home page By placing links on the home page, Google's search engine spider can quickly understand which pages are important & worth including in the results.</p>	<input type="checkbox"/> Y/N
<p>2.4 - Ensure that your chosen keywords are on your page and your page is relevant to the topic Simplest approach is to create relevant content around your chosen keywords. Then also make sure keywords appear naturally in places like the meta tags, h1 tags, image alt tags, etc. Don't overdo it!</p>	<input type="checkbox"/> Y/N
<p>2.5 - Ensure that you have related phrases in your content along with your main keywords Use a tool like LSIgraph to find related keywords you can add in your content. Resource/s https://lsigraph.com/</p>	<input type="checkbox"/> Y/N
<p>2.6 - Fill out the meta tags on your site Fill out the meta title and meta description tags for all pages on your site, using the software your site is built on. If there's none, use a plugin or have your developer fix it. Character limit: 160 for meta description, 70 for meta title tags.</p>	<input type="checkbox"/> Y/N
<p>2.7 Analyze your website for easy win load speed improvements Resource/s https://www.thinkwithgoogle.com/feature/testmysite/ https://tools.pingdom.com/ https://developers.google.com/web/tools/lighthouse/</p>	<input type="checkbox"/> Y/N

<p>2.8 - Improve load speed</p> <ul style="list-style-type: none"> - By compressing images over 200kb - Enable browser caching, and server compression (ask your developer if you don't know how to do this) - Work on improving recommendations from reports from previous load speed tools. 	<input type="checkbox"/> Y/N
<p>2.9 - Add sitemaps.xml in the main directory of the site WordPress, Magento and Shopify has this automatically added. Resource/s https://www.xml-sitemaps.com/</p>	<input type="checkbox"/> Y/N
<p>2.10 Add robots.txt in the main directory of the site The robots.txt file is a simple file that exists so you can tell the areas of your site you don't want Google to list in the search engine results. You may skip this if there are no pages on your site you want excluded from search engines.</p>	<input type="checkbox"/> Y/N
<p>2.11 Add canonical tag for duplicates If you have duplicate content, add a canonical tag to original version so Google determines which page you want listed in the search results. As a general rule, include this tag on every page on your site, shortly before the </head> tag in the code.</p>	<input type="checkbox"/> Y/N
<p>2.12 Check if your site is mobile friendly Resource/s https://search.google.com/test/mobile-friendly Make sure that the site is responsive which means that it automatically resizes across all devices and has mobile-friendly navigation for mobile users. As an alternative, you may need to setup a separate mobile subdomain or subfolder for mobile and tablet users, i.e. m.yoursite.com. Responsive websites are the simplest method. The above tools make suggestions on how to make your site more mobile friendly.</p>	<input type="checkbox"/> Y/N
<p>2.13 User clean code in your site and fix any code errors By using the Web Standards Validator, you or your developer, can identify code errors, to clean and fix from your website Resource/s https://validator.w3.org/</p>	<input type="checkbox"/> Y/N
<p>2.14 Avoid using too much ads Sites with spammy and aggressive ads are often ranked poorly in search results.</p>	<input type="checkbox"/> Y/N
<p>2.15 Fix any 404 errors in your site By finding them in Google Search Console, click on the error and then click 'Linked From' to find the pages with the broken links.</p>	<input type="checkbox"/> Y/N

Resource/s https://www.google.com/webmasters/tools/home	<input type="checkbox"/>
2.15 Improve the readability score on your website and make it readable for a wide audience https://readable.com/	

3. LINKBUILDING

	Completed?
3.1 – Add your site to high-quality business directories Resources https://www.linkedin.com/ https://www.bingplaces.com/ http://www.yelp.com/ https://www.mapquest.com/ https://www.yellowpages.com/ https://www.manta.com/ https://www.local.com/ https://www.citysearch.com/ https://www.merchantcircle.com/	<input type="checkbox"/> Y/N
3.2 - Check your competitor's backlinks Find link opportunities to build links pointing to your site Resource/s http://www.ahrefs.com https://majestic.com https://moz.com/link-explorer	<input type="checkbox"/> Y/N
3.3 - Create videos and post on YouTube Make sure to have your targeted keyword or relevant keywords occurring on the page somewhere Resource/s https://www.youtube.com/	<input type="checkbox"/> Y/N
3.4 - Reach out to quality sites with broken links on their pages - Convince the site admin to provide an updated link to your site - Use the formulas below to find potential pages with broken links, replacing 'keyword' with the keyword you are targeting: keyword useful links keyword useful resources keyword useful sites keyword recommended links keyword recommended resources keyword recommended sites keyword suggested links	<input type="checkbox"/> Y/N

keyword suggested resources	
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<p>3.5 - Link outreach</p> <p>Conduct an email outreach campaign for link opportunities and guest post opportunities. Make sure emails are personalized, unique, relevant and do not spam a large number of sites with the same email template. Use some of the following resources to find contact info, and reach out for unique opportunities.</p> <ul style="list-style-type: none"> - Decide on a strategy, whether it's broken links, guest post opportunity or perhaps you have a more helpful resource, such as a whitepaper or infographic, the site owner would be work mentioning. - Find contact information with a tool like Hunter. - Note personalization information for each opportunity individually in a spreadsheet. - Use outreach platforms to schedule emails and manage relationships. <p>Search queries for guest post opportunities</p> <p>keyword "guest post by"</p> <p>keyword "guest post"</p> <p>keyword "guest article"</p> <p>keyword "guest author"</p> <p>keyword "contributor"</p> <p>keyword "guest contributor"</p> <p>Resource/s</p> <p>https://tinyurl.com/link-clump-chrome</p> <p>https://hunter.io/</p> <p>https://mailshake.com/</p> <p>https://www.buzzstream.com/</p> <p>https://ninjaoutreach.com/</p> <p>https://pitchbox.com/</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">Y/N</div>
<p>3.6 - Track mentions of your brand</p> <p>If you see a mention of your brand without a link, send a quick email to the author, and this is often an easy opportunity to get a link back to your site.</p> <p>Resource/s</p> <p>https://www.google.com/alerts</p> <p>https://mention.com/en/</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">Y/N</div>
<p>3.6 - Offer donation to charities and non-profits</p> <p>Search for "site:.org + donors" or "site:.org + sponsors" in Google for a list of organizations that have these pages, offer a donation, and request a listing on the page.</p>	<div style="border: 1px solid black; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">Y/N</div>

<p>3.7 – Sign up to Better Business Bureau Check your BBB listing to see if you are already linking back to your site, and if you're not already a member, then consider signing up.</p> <p>Resource/s https://www.bbb.org/</p>	<input type="checkbox"/> Y/N
<p>3.8 Create your own authority links By buying a previously owned website or domain, you can turn it into a blog and unlimited source for powerful, highly relevant links back to your site. Make sure you link to other authoritative and relevant resources and don't do anything spammy with links pointing back to your site, such as site-wide footer links.</p> <p>Resource/s https://flippa.com - Market place for buying and selling websites https://sedo.com - Buy and sell domains</p>	<input type="checkbox"/> Y/N
<p>3.9 Build relationships with other bloggers in your industry Try creating or curating popular blog posts into a top-level summary, then send a quick email to the bloggers mentioned, let them know, and very politely ask for a mention or linkback.</p>	<input type="checkbox"/> Y/N
<p>3.10 Give out testimonials to earn high quality, relevant links Look for businesses or services with a testimonials page already, or a testimonials carousel or widget on their homepage. Speed up your search with a couple of Google search queries:</p> <p>"keyword" + testimonials "keyword" + recommendations "keyword" + "client testimonials" "keyword" + "what customers say" "keyword" + "what our customers say"</p>	<input type="checkbox"/> Y/N

4. SOCIAL MEDIA

	Completed?
<p>4.1 - Create a Facebook business profile Resource/s https://www.facebook.com/</p>	<input type="checkbox"/> Y/N
<p>4.2 - Create a Twitter business profile Resource/s https://www.twitter.com/</p>	<input type="checkbox"/> Y/N

4.3 - Create a LinkedIn business profile Resource/s https://www.linkedin.com/	<input type="checkbox"/> Y/N
4.4 - Create a Pinterest business profile Resource/s https://www.pinterest.com/	<input type="checkbox"/> Y/N
4.5 - Create a Instagram business profile Resource/s https://www.instagram.com/	<input type="checkbox"/> Y/N

5. LOCAL SEO

	Completed?
5.1 – Verify your business profile on Google My Business Fill out as much information as possible on your Google My Business profile, including description, category associations, images and videos Resource/s https://www.google.com/business/	<input type="checkbox"/> Y/N
5.2 – Put NAP info on your site Include your business name and location somewhere on your website in a H1 or H2 tag, this could be your contact page or home page. Also include your full business name, address and phone number somewhere on your site.	<input type="checkbox"/> Y/N
5.3 – Add schema.org tags in your website markup Follow the schema.org tag specification for local businesses Resource/s https://schema.org/LocalBusiness	<input type="checkbox"/> Y/N
5.4 - Build reviews for your business By including links to your business Google My Business page on your site, email signatures, flyers, and business cards, prompting customers to leave a review. Encourage customers at the end of each sale or transaction to leave a review. https://marketingkit.withgoogle.com/	<input type="checkbox"/> Y/N
5.5 - Submit your website to the major business directories Examples: Yelp, Yellow Pages, CitySearch and so on. You can use tools like Moz Local to submit your business to all of the major directories in one go.	<input type="checkbox"/> Y/N
5.6 - Cross-check your business listings for correct NAP data NAP stands for name, address and location. These details need to be consistent across your Google My Business listing, website contact page, and external business listings.	<input type="checkbox"/> Y/N

<p>5.7 Add photos and videos to your business profile You should have a handful of professional-looking photos uploaded to your profile at a bare minimum.</p>	<input type="checkbox"/> Y/N
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6. SSL UPGRADE

	Completed?
<p>6.1 – Install a security certificate Contact your web host or domain registration provider for this. Common fees can range from \$50 to \$500 per year depending on the type of certificate.</p>	<input type="checkbox"/> Y/N
<p>6.2 – Make sure both HTTPS and HTTP versions of your site continue to run.</p>	<input type="checkbox"/> Y/N
<p>6.3 – Upgrade all internal resources and internal links in your HTML code to use relative URLs This includes references to HTML files, CSS files, JavaScript files, images, and all other files referenced in your HTML code. This means instead of referring to internal resources in the website code with an absolute address (e.g. 'http://www.yourwebsite.com/logo.jpg'), it should use a relative address (e.g. './logo.jpg')</p>	<input type="checkbox"/> Y/N
<p>6.4 - Update all of your canonical tags to point to the new HTTPS version of your site.</p>	<input type="checkbox"/> Y/N
<p>6.5 - Upload 301 redirects for all HTTP URLs to point to the new HTTPS secured URLs.</p>	<input type="checkbox"/> Y/N
<p>6.6 - Verify the new HTTPS version of your site in a new profile in Google Search Console. Resource/s https://search.google.com/search-console/about</p>	<input type="checkbox"/> Y/N
<p>6.7 - Upload an XML sitemap to the new HTTPS Google Search Console Profile This sitemap should include all of the old HTTP pages from your site and the new HTTPS pages. We are submitting the old pages to encourage Google to crawl the old pages and register the redirects. Resource/s https://search.google.com/search-console/about</p>	<input type="checkbox"/> Y/N
<p>6.8 - Update all links on your social media accounts and other marketing materials Make sure they all point to the new URLs.</p>	<input type="checkbox"/> Y/N

7. SEO TROUBLESHOOTING

	Completed?
7.1 – When your site is not listed in Google at all Generate a handful of links to your site and start some social activity (i.e. tweeting a link to your site)	<input type="checkbox"/>
7.2 – When business is not ranking for your own business name <ul style="list-style-type: none">- Build links to your site with some of the links with your brand name as the anchor text- Create citations in common business directories used in your country- Setup Facebook and Twitter accounts for your business- Use Open Site Explorer to spy on competing sites ranking higher for the brand name	<input type="checkbox"/>
7.3 – When your rankings have dropped of <ul style="list-style-type: none">- Use Open Site Explorer or Ahrefs to spy on competitors, find out how many backlinks they have, how much social media activity they have. Set these as your targets to build rankings back up—if your website links and social media activity are lower than competitors.- If your links and social activity are the same, review the Google Algorithm updates chapter to see if you have been penalized by a Google Update.	<input type="checkbox"/>
7.4 - How to seek professional help for free Post your questions in a variety of SEO websites for highly technical responses. Resource/s https://moz.com/community/q https://webmasters.stackexchange.com/ https://www.quora.com/ https://stackoverflow.com/ https://wordpress.stackexchange.com/	<input type="checkbox"/>

8. WEB ANALYTICS

	Completed?
8.1 – Sign up to Google Analytics Install the tracking code in your site, with the assistance of a web developer or by following Google Analytics setup process. Resource/s https://www.google.com/analytics	<input type="checkbox"/>

<p>8.2 Google Search Console Add and verify your site to Google Search Console.</p> <p>Resource/s https://search.google.com/search-console/about http://support.google.com/webmasters/bin/answer.py?hl=en&answer=34592</p>	<input type="checkbox"/> Y/N
<p>8.3 – Other web analytics software It's often useful to use other web analytics software, in tandem with Google Analytics, to track results. This can include tracking rankings, tracking your website's overall link strength and authority, tracking phone calls, doing split tests on your website, and even tracking where people click on your page with heat map software like Crazy Egg.</p> <p>Resource/s https://www.callrail.com/ https://www.calltrackingmetrics.com/ https://www.crazyegg.com/ https://vwo.com/ https://get.google.com/tagassistant/ https://datastudio.google.com/overview</p>	<input type="checkbox"/> Y/N

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I hope you find this checklist helpful. I wish you the best of luck in the rankings & more success in growing your business

If you enjoyed SEO 2020 & found this checklist helpful, take a quick second, put up some stars and write an honest review on Amazon. It would make my day—and I love getting feedback from all readers.

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Happy reading!

Warm regards,
Adam Clarke