Research

- ❏ Market research

- ❏ Data gathering
  - ❏ Current state of the website vs competitors
  - ❏ Your business info (business name, address, contact #s, etc.)
  - ❏ Activate Analytics on site traffic
  - ❏ Crawl entire site with tools like Screaming Frog
  - ❏ Get existing backlinks

- ❏ Competitor research
  - ❏ Get competitor link profiles and sources
  - ❏ List top competitors on SERPs for keywords

- ❏ Niche research

- ❏ Keyword research
  - ❏ Google Adwords - Keyword Planner

- ❏ Webmaster Tools
  - ❏ Google Webmaster Tools
    - ❏ Check for crawl errors
    - ❏ Check for penalties
    - ❏ Check if sitemap has been submitted
    - ❏ Check for HTML improvements
    - ❏ Check for broken links
  - ❏ Bing Webmaster Center
    - ❏ (Just for the sake of it - you might as well)

On-page SEO

❏ General
- ❏ Add XML Sitemap
- ❏ Add navigation
  - ❏ Add menus
  - ❏ Use breadcrumbs
- ❏ Add Robots.txt file
- ❏ Check for Canonical
- ❏ For Pagination: Add Rel=" next" and Rel="prev"
- ❏ NoIndex thin pages (tag/category pages sans unique content)
- ❏ Fix problems found in Webmaster Tools
- ❏ Meta Tags
  - ❏ TITLE - ensure keyword presence / check for H1 tag / use long-tail keywords
  - ❏ CHECK META TAG - fix pages missing meta titles & stick to 60 characters / fix all pages missing meta descriptions (150 characters)
  - ❏ ADD ALT TEXT TO ALL IMAGES
  - ❏ CHECK h# TAGS (h1, h2, h3, etc.)
  - ❏ Check tag order

❏ Content
- ❏ Check for duplicate content
- ❏ Review visual design
- ❏ Use multimedia
  - ❏ Optimize media size
  - ❏ Add tags to media
  - ❏ Schema
- ❏ Keywords
  - ❏ LSI keywords
- ❏ Silo/put content in proper categories
- ❏ Publish the usual static pages, e.g. Privacy, Terms, Sitemap, About, Contact, etc.
- ❏ "Try" to keep indexed pages static
- ❏ Do internal linking
- ❏ Have quality outbound links
- ❏ Refresh/update content regularly
- ❏ Monitor bounce rate

❏ Externalize CSS

Performance

- ❏ Check mobile-friendliness
- ❏ Check multi-browser-friendliness
- ❏ Check/improve speed
  - ❏ Use CDN
  - ❏ Use good hosting
  - ❏ Compress images
  - ❏ Use different ways to cache
  - ❏ Check with Google Insights for further fixes

Schema

- ❏ Test site for current schema
- ❏ Refine/add markup for possible schema (official logo, articles, etc.)
- ❏ Using WordPress? Use SchemaPlugin.com

URLs

- ❏ Incorporate primary keywords
- ❏ Use absolute URLs
- ❏ Simplify dynamic URLs with mod_rewrite (say no to dynamic URLs whenever possible)
- ❏ Use 301 redirects for rewritten URLs
- ❏ Set up non-www to www redirect and vice versa

Local On-page SEO

- ❏ Have NAP on each page
  - ❏ Name
  - ❏ Address
  - ❏ Phone Number

- ❏ Maps/clear directions

- ❏ Schema (schemaplugin. com)

- ❏ Geo-sitemap

- ❏ Link to Google MyBusiness page and confirm your website

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Off-page SEO

❏ Set up alerts for your brand

❏ Do a link intersect between your competitors for priority links

❏ Check your content and see which is ranking, find competing sites for that and get their links

❏ Find unlinked URLs and brand mentions

❏ Use competitor research data to get links

❏ Create social media profiles
  ❏ Google+
  ❏ LinkedIN
  ❏ Twitter
  ❏ Facebook

❏ Be on Pinterest and join relevant group boards

❏ Do broken link building

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- ❏ Do expert roundups (not too many)

- ❏ Guest posting on influencer websites

- ❏ Blog commenting on websites to build relationships

- ❏ Get on sites that offer awards

- ❏ Look for quote directories

- ❏ Contribute to newsletters

- ❏ Get on institution websites

- ❏ Find a local chamber of commerce websites

- ❏ Find events you can sponsor

- ❏ Don't overlook the newer bloggers

- ❏ Get on LinkedIN Pulse

- ❏ Do guest podcasting

- ❏ Submit to curating platforms
  - ❏ Flipboard
  - ❏ Scoop.It
  - ❏ Alltop

- ❏ Build up relationships to get on big publisher websites

- ❏ Find community websites such as Kingged

- ❏ Don't forget Reddit and Stumbleupon

- ❏ Find resource pages

- ❏ Find sites using your images and ask them to link back
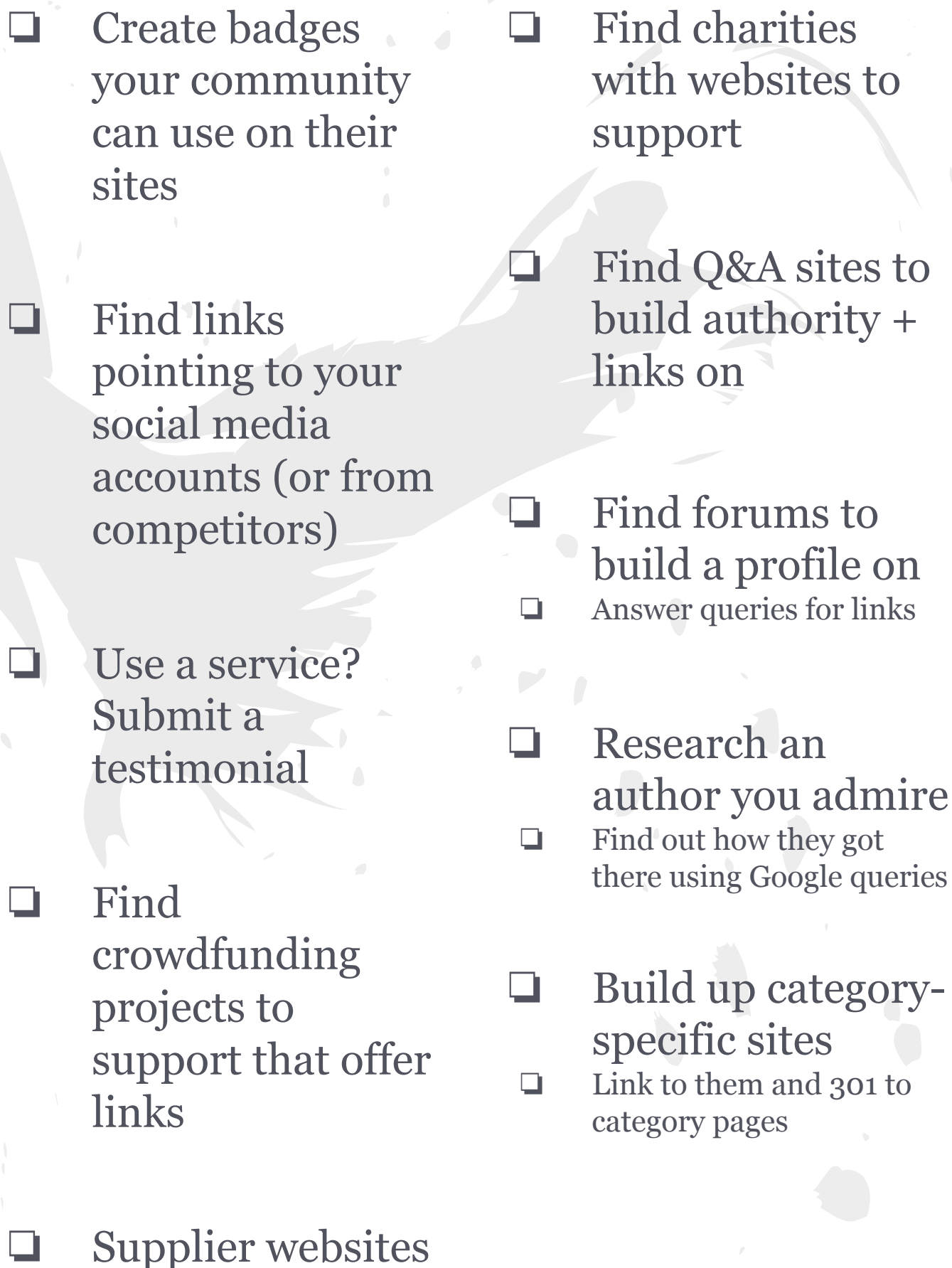
- ❏ Submit to Slideshare

- ❏ Subscribe to HARO
  - ❏ Set up email filters

- ❏ Get on magazine + newspaper websites

- ❏ Hashtag request
  - ❏ #prrequest
  - ❏ #journorequest

- ❏ Do a link bait

- ❏ Create badges your community can use on their sites

- ❏ Find links pointing to your social media accounts (or from competitors)

- ❏ Use a service? Submit a testimonial

- ❏ Find crowdfunding projects to support that offer links

- ❏ Supplier websites

- ❏ Find charities with websites to support

- ❏ Find Q&A sites to build authority + links on

- ❏ Find forums to build a profile on
  - ❏ Answer queries for links

- ❏ Research an author you admire
  - ❏ Find out how they got there using Google queries

- ❏ Build up category-specific sites
  - ❏ Link to them and 301 to category pages

- ❏ Find successful content and do it better (Skyscraper Technique)

- ❏ Do comment scouting

- ❏ Speaking and Conference Links

- ❏ Management and Sponsor Links

Local Off-page SEO

- ❏ Local citations
  - ❏ Check current citations' NAP
  - ❏ Make sure to update existing citations to the correct NAP on the website
  - ❏ Start finding places where you can put citations

- ❏ Local links
  - ❏ Local business directories
  - ❏ Find links for geo-taggings

- ❏ Submit to search engines' local listings

- ❏ Grow presence on Yelp

- ❏ Submit to relevant directories
  - ❏ Niche directories
  - ❏ Competitors' directories

- ❏ Reviews
  - ❏ Solicit reviews, e.g. for Google MyBusiness/Yelp
  - ❏ Make reviewing easy
  - ❏ Politely respond to negative reviews (not exactly SEO, but it helps)

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Everything Else

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❏ Social media
  - ❏ Create+monitor social media accounts
  - ❏ Add social sharing buttons to site
  - ❏ Add Schema to link to your official social profiles (schemaplugin.com)

❏ Knowledge graph
  - ❏ Be an entity (if you aren't yet)

❏ Rank tracking

❏ Reputation monitoring and management
  - ❏ Claim your name on other networks
  - ❏ Monitor alerts for your brand

❏ Conversion Rate Optimization (CRO)
  - ❏ Use Analytics to bring up the best
  - ❏ Continue to speed up your site
  - ❏ Set up and start tracking goals
  - ❏ Ensure you don't remove the page when tracking goals and changing funnels
  - ❏ Check pages' bounce rates
  - ❏ Ensure you don't cause duplicate content when A/B testing
  - ❏ Track if you're ranking the correct page (that is converting)
  - ❏ Test user experience (tools like UserTesting.com help a lot)

❏ Regular server configuration checks

❏ Keep up to date with the latest Google guideline changes

❏ Schedule checks for your on-page SEO

❏ Schedule checks for your backlink profile

❏ Try other avenues to improve branding, referrals, and traffic

❏ YouTube SEO
❏ Podcasting (Apple Store SEO)
❏ Publish your own book to build your brand (also, use Amazon SEO)
❏ Build your newsletter list to build your community