SEO

SEO FOREST ACADEMY

QUICK SEO
20-POINT CHECKLIST

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Build your website for users, not for a spider

1 Is the primary keyword that you're targeting unique? Have you never used it before as the primary keyword for other site content?

Is the primary keyword present in your post/page title?

2

3 Is your page/post title more than 40 characters and less than 70 character limit ?

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4 Does your primary keyword appear in the URL of your blog post/page ?

5 IS the primary keyword present in the first paragraph (first 100 words) of your copy?

6 Does your keyword (or related keyword phrases also appear in any of the sub-headings such as H2, H3, H4...?

7 Does your copy follow the correct keyword density? – Your keyword should appear only about 8 times per 1000 words. (Never over-optimize!)

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> "Good SEO work only gets better over time. It's only search engine tricks that need to keep changing when the ranking algorithms change."

JILL WHALEN

8 Does your meta description have your primary keyword and is it appealing and attractive such that iit attracts a user to click on it?

9 Does your copy contain more than about 1,900 words as recommended ?

10 *hope*

Did you input the meta tags with appropriate keywords that are related to the primary keyword??

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11 Did you place internal links properly in the page content without making any errors?

12 Have you placed at least one outbound link to any authoritative site and do they open in a new tab?

13 Did you add a featured image for your copy and added Alt Text to the image?

14 Have you optimized your images such that their file sizes are compressed properly and that your page can load faster?

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15 Did you add an appropriate call to action at the end of your copy?

"Get Started for Free, Sign Up Now etc."

16 Have you shared your content on all possible social media platforms?

17 Have you started off-page optimization and began building links?

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18

Have you made sure your site isn't creating any duplicate content? Utilize 301 redirects, canonical tags or use Google Webmaster Tools to fix any duplicate content that might be indexing and penalizing your site.

19

Have you created an XML sitemap and submitted it to Google and Bing Webmaster Tools?

20

Have you created a Robots.txt file and submitted it in Google Search Console?

YOU'RE AWESOME!

WANT TO BECOME AN SEO NINJA?

If you need even more help with SEO, you should check out the SEO masterclass course I've created.

CLICK HERE TO LEARN MORE: SEO DECODED 2019 MASTERCLASS