

How To Use SEO To Get High  
Quality Targeted Traffic

Inside

# SEO MARKETING SCHOOL



**CHECKLIST**

## SEO Marketing School – Checklist

### ☐ Introduction

- ☐ SEO is still the biggest traffic generator online
- ☐ SEO is organic traffic from the search engine
- ☐ The goal of SEO is to optimize your site for higher search engine rankings
- ☐ Content is what google can read and use that to rank your site
- ☐ Link building is the second biggest thing about ranking higher, it's all about quality and not quantity with links

### ☐ What is SEO?

- ☐ SEO stands for search engine optimization
- ☐ Getting your website higher in the search rankings so you get more traffic from people searching for keywords
- ☐ Content, on page SEO and link building are the biggest drivers in your ranking
- ☐ There is a process to follow and a right way and a wrong way to do SEO
- ☐ SEO changes so keeping up with the latest tactics and strategies is a must to stay ahead of the competition.

### ☐ Keyword Research

- ☐ The words people type into search engines are called keywords.
- ☐ Doing proper keyword research allows you to choose keywords that you can rank for which will get you traffic.
- ☐ This is a critical step in the SEO process, miss this and you could waste massive amounts of time trying to rank for something which won't produce results.
- ☐ Focus on long tail keywords in the beginning as you have a higher chance of ranking for them.

### ☐ On-Page SEO

- ☐ On-page SEO is optimizing the technical aspects of your site.
- ☐ The items you should be optimizing for are:
  - Content
  - Title tag
  - URL
  - Meta description
  - Headlines
  - User experience

### ☐ Link Building

- ☐ Link building is a huge factor in your ranking
- ☐ You want to generate links from other people's sites back to yours
- ☐ The higher quality the link the more power it has
- ☐ Getting a link from a high quality website back to yours is like getting a positive review, and the search engines recognize this and rank you higher
- ☐ Always stick to creating good links, as bad links can ruin your rankings forever.

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### ☐ **How to Execute a Content Marketing Strategy**

- ☐ Having a good content marketing strategy is key for successful long term SEO
- ☐ This should consist of:
  - Figuring out your audience
  - Define yourself
  - Do your keyword research
  - Create great content
  - Update your content

### ☐ **10 SEO Best Practices**

- ☐ Keyword placement
- ☐ Search intent
- ☐ Page speed
- ☐ Use HTTPS
- ☐ Avoid duplicate content
- ☐ Optimize your images
- ☐ Insert relevant hyperlinks
- ☐ Use your keyword research
- ☐ Use google search console long form content

### ☐ **Advanced Tactics**

- ☐ Build topic clusters
- ☐ Do an SEO audit
- ☐ Look for journalist keywords
- ☐ Work on internal link building
- ☐ Use dynamic parameters

### ☐ **How to Measure and Track SEO Results**

- ☐ You need to track key aspects of your SEO campaigns. If you don't measure and track you won't know what to improve
- ☐ This to track are:
  - Organic traffic
  - Quality of SEO traffic
  - Keyword ranking
  - Identify slow loading pages
  - Engagement metrics

### ☐ **Conclusion**

- ☐ Now you have the right SEO plan, its time to take action
- ☐ Stick to the plan, implement the strategies
- ☐ SEO traffic won't show up overnight, have realistic expectations
- ☐ Just know once you start getting and building you traffic through SEO, it can be non-stop for years to come
- ☐ Imagine never having a traffic problem again, SEO can do that for you.