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SEO Checklist

Basic SEO
Technical SEO
Keyword Research
Content
ON-page SEO
Link Building

Essential steps for ranking in Google

Basic SEO (One Time Tasks)

1. Set up Google Search Console
2. Set up Bing Webmaster Tools
3. Set up Google Analytics
4. Install an SEO plugin
5. Create and submit a sitemap
6. Create a robots.txt file
7. Set up Webmaster Tools



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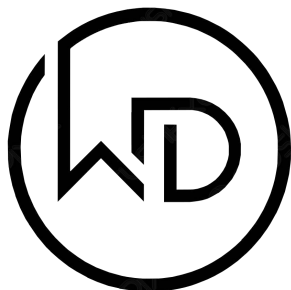
Technical SEO

One Time Tasks

1. Plan your website structure
2. Make sure your site is crawlable
3. Make sure your site is indexable
4. Make sure you're using HTTPS
5. Make sure your site is accessible at one domain
6. Make sure your site loads fast
7. Make sure your site is mobile-Friendly
8. Install an image compression plugin

Repeat Periodically

9. Fix broken pages
10. Fix duplicate content issues



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Keyword Research

Repeat for each page you publish

1. Find a primary keyword
2. Assess search intent
3. Assess your chances of ranking
4. Research what people want to know



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Content Checklist

Repeat for each page you publish

1. Solve the reader's problem
2. Write a winning intro
3. Use subheadings to create hierarchy
4. Break things up with images
5. Use short sentences and paragraphs
6. Add a Table of contents

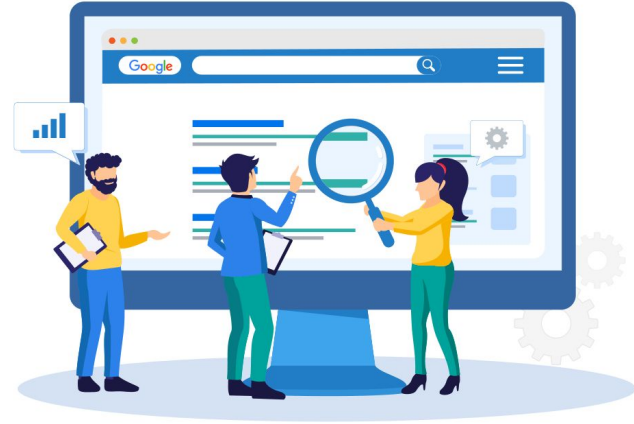


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On-page SEO Checklist

Repeat for each page you publish

1. Use short, descriptive URLs
2. Write a compelling title tag
3. Write a compelling meta description
4. Link to relevant resources
5. Optimize your images
6. Add schema markup
7. Add internal links



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Link Building Checklist

Repeat periodically

1. Replicate your competitor's links
2. Reclaim lost links
3. Pursue unlinked mentions
4. Publish guest posts
5. Pitch resource pages

Repeat for each page you publish

1. Find people linking to inferior c
2. Tell more people about your cor.....



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