

SEO Checklist

Your digital guide to Tools and
Strategies for Search Engine
Optimisation



In this guide, you will find my top tools, strategies and methods of achieving **search engine greatness!**

Shane Phillips
Managing Director at Blink Web

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Tools & Code To Install

Tick the box when you've done it!

1. Yoast
2. Sitemap
3. Headers and Footers
4. Smush.it
5. WP Plugin Profiler
6. AMP
7. Append Link on Copy
8. Autooptimize
9. Embed Code Generator
10. Google Places Reviews
11. NoIndex Pages
12. Really Simple SSL
13. Simple 301 Redirects
14. Google Search Console
15. Google Analytics
16. Google Alerts
17. HARO
18. HotJar
19. Subscribers

Technical SEO

Tick the box when you've done it!

1. Search Console Setup

2. Speed

- a. Reduce Server Response Time
- b. Enable AMP (AMP)
- c. Compress Images (Smush.it)
- d. Disable Unused plugins (P3 Plugin Profiler)
- e. Compress JavaScript (Use Autooptimize)
- f. Compress CSS

3. Switch to HTTPS (Use Really Simple SSL)

4. Remove Duplicate Content

5. NoIndex Old/Thin Pages (NoIndex)

6. Final Testing

- a. Mobile
- b. Tablet
- c. Desktop

Keyword Research

Tick the box when you've done it!

1. Setup spreadsheet to store keywords
2. Research and filtering (UberSuggest, SEMrush)
 - a. Search for related keywords
 - b. Filter by search volume
 - c. Filter by keyword difficulty
3. Keyword optimisation
 - a. Gather five long-tail keywords
 - b. Gather five LSI keywords
 - c. Determine keyword intent



Competitor Analysis

Tick the box when you've done it!

1. Setup spreadsheet to analyse competitors
2. Identify and validate top competitors
 - a. Top of mind competitors
 - b. Competitors who share same keywords
 - c. Find top 3-5 competitors
3. Analyse and position vs competition
 - a. No. of indexed pages
 - b. Historical link velocity trends
 - c. No. of referring domains
 - d. Link quality
 - e. Anchor text distribution
 - f. Natural/unnatural link ration
 - g. Webpage type, link position and link visibility
 - h. Dofollow/Nofollow link ratio
 - i. Common anchor texts between sites
 - j. Common domains and links between sites
 - k. Most linked URLs (identify best performing pages)
 - l. Most pages shared on social
 - m. Position of keywords in titles
 - n. Content quality, HTML structure and UX

4. Develop keyword strategy

- a. Number of competitors in SERP
- b. Current rankings vs competitors
- c. Keyword relevancy and volume
- d. Profitability of keywords
- e. Current SEO visibility vs competitors
- f. Time/Budget considerations

On-Page SEO

Tick the box when you've done it!

1. Install Yoast

2. Included keyword in

- a. URL
- b. Title tag
- c. Meta description
- d. <h1> Tag
- e. <h2> Tag
- f. First 100 words of copy

3. Multimedia

- a. Video
- b. Image

4. Internal Links

5. External Links

6. Use of LSI keywords

7. Copy is at least 1,900 words

Link Building

Tick the box when you've done it!

1. Broken Link Building

- a. Prospect
- b. Reach out
- c. Follow up

2. Claiming Brand Mentions

- a. Google Alerts
- b. Reached out to webmasters

3. Viewed competitors backlink profile

- a. Identify high quality pages based on back links and traffic
- b. Create longer, more in depth content
- c. Reach out to people link to original article

4. Redistribute old content on social media

- a. Facebook
- b. Twitter
- c. LinkedIn
- d. Instagram

5. Reach out to sites that you linked to in your article

6. Participate in expert roundups

- a. Prospect
- b. Reach out
- c. Follow up

7. Register for directories

- a. Prospect
- b. Create listings

8. Create infographics (Infographic Embed Code Generator)

- a. Prospect
- b. Reach out
- c. Follow up

9. Use HARO

- a. Sign up

10. Get Featured on Podcasts

- a. Prospect
- b. Reach out
- c. Follow up

11. Guest blog

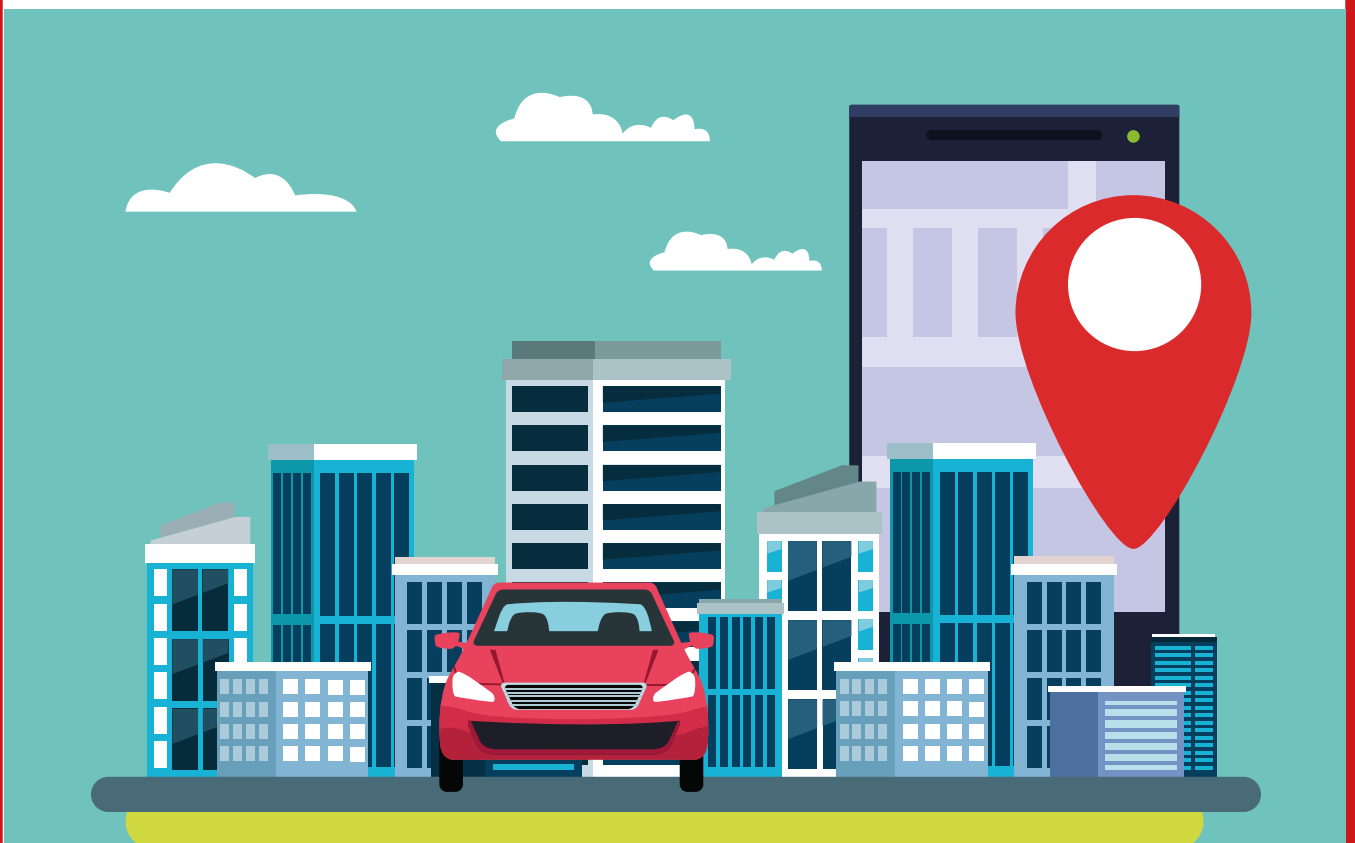
- a. Prospect
- b. Reach out
- c. Follow up
- d. Create content



Local SEO

Tick the box when you've done it!

1. Create/Claim Google My Business listing
2. Create/Claim Apple Maps listing
3. Create/Claim Yelp listing
4. Other consistent directory submissions
5. Prompt customers for reviews online
6. Embed a map on contact page
7. Respond to all reviews
8. Check competitors citations
9. Hyperlink links on webpage
 - a. Phone number
 - b. Email address
10. Install and configure



Mobile SEO

Tick the box when you've done it!

1. Responsive design
2. Responsive text size
3. Check mobile UX (<http://mattkersley.com/responsive/>)
4. Disable pop ups
5. Optimise for speed
6. Enable AMP
7. Monitor performance
 - a. Screen Resolution
 - b. Mobile Operating System
 - c. Network



Conversion Rate Optimisation

Tick the box when you've done it!

1. Set goals
2. Performance
 - a. Mobile
 - b. Desktop
 - c. Tablet
3. Display Call-to-Action (CTA) above fold
4. Display CTA multiple times
5. Be clear of desired outcome
6. Include social proof
7. Use breadcrumbs
8. Use Heatmaps
9. Monitor behaviour flow
 - a. User journey
 - b. Highest drop off pages
 - c. Lowest conversion rate
 - d. Lowest value per page

Ecommerce SEO

Tick the box when you've done it!

1. Include videos on product pages
2. Enable SSL certificate
3. Prompt customer reviews
4. Leverage easy checkout options
 - a. Apple Pay
 - b. Android Pay
 - c. PayPal
 - d. Guest checkout
5. Enable social sign ups
6. Guest blog post
7. Sponsored influencer posts
8. Add 301 redirects to old product pages
9. NoIndexes
 - a. /Cart
 - b. /Checkout
 - c. /Thank-You
10. Ensure every product can be found within 3 clicks
11. Regularly blog

Content

Tick the box when you've done it!

1. Include keyword within first 100 words of copy
2. Use bullet points
3. Keep paragraphs short
4. Use multimedia
 - a. Video
 - b. Images
5. Add a CTA
6. Use related keywords
7. Use search console to find keywords you already rank for and include in copy
8. On-page checklist
 - a. Titles
 - b. Descriptions
 - c. Internal links
 - d. External links
 - e. Keyword in URL slug
 - f. ALT tags
9. Append Link on Copy (plugin)
10. Expert roundups
11. Categories selected
12. Tags added

