

CHECKLIST: INSIDE SEO

INCLUDES	WHAT
Title tag*	<input type="checkbox"/> page title
header tag	<input type="checkbox"/> header of body of text
anchor/hyper text*	<input type="checkbox"/> text with URL link
description tag	<input type="checkbox"/> 1-2 sentences natural language
meta (page) tags	<input type="checkbox"/> up to 8/page
alt text	<input type="checkbox"/> for images
Header navigation	<input type="checkbox"/> UX friendly navigation links
Footer navigation	<input type="checkbox"/> SEO friendly links (sitemap)
Blog/ Social Media update about it*	<input type="checkbox"/> Facebook & Google +
Pingomatic	<input type="checkbox"/>
* strongest	

CHECKLIST: OUTSIDE SEO (BACKLINKING)

OUTSIDE SEO: GOOD BACKLINKING	
Source ranking? (10 is highest)	<input type="checkbox"/> http://www.seocentro.com/tools/search-engines/pagerank.html
keyword density > 4%	<input type="checkbox"/> http://www.seocentro.com/tools/seo/keyword-density.html OR http://tools.seobook.com/general/keyword-density/
Different IP address and <2 months old	<input type="checkbox"/>
Avoid 'no follow' links	<input type="checkbox"/>
Content	<input type="checkbox"/> <500 word articles on keywords
	<input type="checkbox"/> no duplicate (recycle, don't reuse)
link appears most, has most value	



Check out full course: <http://skl.sh/20L3VNY> & summary

Additional reading: <https://www.smashingmagazine.com/2013/06/five-ways-prevent-bad-microcopy/>

KEYWORD SELECTION

CRITERIA	
<p>Separate ranking for each word, but also for the combination.</p>	<ul style="list-style-type: none"> • Least amount of competition
	<p>GO TO KEYWORD PLANNER IN GOOGLE ADWORDS</p>
	<p>what is my service about?</p>
	<ul style="list-style-type: none"> • Most targeted (closest to what you think someone would type in, to create a sale)
	<p>who are the people searching for my service?</p>
	<ul style="list-style-type: none"> • If you're dependant on area (like a yoga studio that wants to attract people from the neighbourhood) , add your location as a keyword (combination).
	<p>what keywords do they type in search of that service?</p>
	<p><i>Ex. Hot yoga class, bikram yoga, Kapellen yoga</i></p>
	<ul style="list-style-type: none"> • Least amount of competition