

## Content Brief

### XX SEO Steps for Website: New and Old (+Expert Tips, Examples, & Checklist)

|                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Category or Hub (Choose one)</b>           | <b>Hub category:</b> <ul style="list-style-type: none"><li>• SEO</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Content Summary</b>                        | The article should outline the essential steps for implementing SEO on a website. It should cover key areas such as keyword research, content writing, on-page optimization, and the importance of combining SEO and content marketing. It should also include expert tips, examples, and a checklist.                                                                                                                                                                                                                       |
| <b>Heading/Outline Ideas</b>                  | <p>These are ideas, please add/change/remove based on your research and make the subheadings engaging, optimized, and unique from what's in the SERPs:</p> <ul style="list-style-type: none"><li>• XX SEO steps for website<ul style="list-style-type: none"><li>◦ Let's just dive right into the list and aim for 7-10 steps and deep dive into each one with screenshots, examples, expert tips, etc. to provide as much information gain as possible.</li></ul></li><li>• Checklist for optimizing your website</li></ul> |
| <b>Target Audience</b>                        | Brands and marketers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Content Goal</b>                           | Drive traffic and get readers to reach out to HawSEM for a consultation.                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>After reading this, the user should...</b> | <p>Understand the fundamental steps involved in implementing SEO on their website and the importance of each step in improving search engine visibility.</p> <p>Consider the benefits of combining SEO and content marketing to drive long-term success for their business.</p> <p>Conduct keyword research, implement on-page optimization best practices, and create high-quality, unique, and relevant content to improve their website's SEO performance.</p>                                                            |
| <b>Search Intent</b>                          | Users are looking for a detailed guide on the crucial steps to take when implementing SEO on their website.                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>SERP Feature Opportunities</b></p>                   | <div data-bbox="548 203 1468 791"> <p>The seven steps of our step-by-step SEO tutorial are:</p> <ol style="list-style-type: none"> <li>1. Conduct keyword research.</li> <li>2. Google your keywords and narrow your list.</li> <li>3. Create comprehensive content based on your keywords.</li> <li>4. Earn links to your pages.</li> <li>5. Improve your technical SEO.</li> <li>6. Elevate your page's design and user experience (UX)</li> <li>7. Continually re-optimize your content.</li> </ol> <div>  <span>WebFX</span><br/> <a href="https://www.webfx.com">https://www.webfx.com</a> › Blog › SEO › </div> <p>7 Steps to Better Rankings: Step-by-Step SEO Tutorial for ...</p> </div> <p>Featured snippet of a liste of steps for SEO. We can do something similar for an h2 like "X SEO steps for website"</p> |
| <p><b>Your Brand's Angle</b></p>                           | <p>HawkSEM's stance, ideas, insights, experience, and beliefs on this topic. Can include as quotes, bullet list, or paragraphs</p> <p>In addition to all the steps the writers put, one thing to note that HawkSEM has noticed to significantly help with rankings is creating content that is value add for the target audience. The content created for SEO should answer any and all questions the target may have (sometimes the target may not even know what to ask and the article should address this too). Further, the content created should position your company/site as an industry thought leader and the "go to" for the topic(s)/service(s) you are covering.</p>                                                                                                                                                                                                                           |
| <p><b>What will this post add to the conversation?</b></p> | <p>HawkSEM's insights to make this post more unique</p> <p>Tracking is an essential part of any SEO program. We use ConversionIQ (CIQ) to granularly track every single step of the buyer journey so we can understand what aspects of a campaign are working and where we should trim the fat. This allows us to optimize towards a higher ROI YoY.</p> <p>Further, tracking with CIQ provides more insight about the target audience, which allows us to take that data and use it on another marketing channel (such as SEO or Social media) to further scale while maintaining profitability</p>                                                                                                                                                                                                                                                                                                         |

|                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <b>Image ideas</b>                                      | Screenshots of examples, dashboards, steps in a walk-through, graphic recommendations (such as turning a bullet list into an infographic or flowchart)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Primary and secondary keywords (Clearscope link)</b> | <p>SEO steps for website</p> <p><b>Secondary:</b></p> <p>how to do seo for website step-by-step</p> <p>seo steps for new website</p> <p>first step in seo process for website</p> <p>basic seo steps for website</p> <p>Aim for A++ or A+ at minimum (only if remaining kws are irrelevant) in Clearscope</p> <p><a href="https://www.clearscope.io/hawksem/reports/8d4dbb8052956f4d/editor">https://www.clearscope.io/hawksem/reports/8d4dbb8052956f4d/editor</a></p>                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Product Features and Benefits to Mention</b>         | <p>Try to mention and link to one or more of the following when it makes sense:</p> <ul style="list-style-type: none"> <li>• <a href="#">ConversionIQ</a>, our proprietary software that provides AI insights for optimizing ads, landing pages, and websites</li> <li>• A relevant service (e.g., PPC, SEO, paid social) <a href="#">found here</a></li> <li>• <a href="#">Landing page design</a> and conversion optimization</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Internal Resources to Link/Mention</b>               | <p>Look for relevant content to link to from here:</p> <p><a href="https://hawksem.com/blog/">https://hawksem.com/blog/</a></p> <p>Link these articles to appropriate/relevant anchor texts (not yet published, just leave comment on highlighted anchor text):</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> <del>How does internal linking help SEO</del></li> <li><input checked="" type="checkbox"/> <del>Content centric seo</del></li> <li><input checked="" type="checkbox"/> <del>Digital marketing for ecommeree</del></li> <li><input type="checkbox"/> ecommerce website optimization</li> <li><input type="checkbox"/> shopify seo checklist</li> <li><input type="checkbox"/> shopify seo best practices</li> <li><input checked="" type="checkbox"/> <del>seo product descriptions</del></li> </ul> |

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|                                  | <div data-bbox="592 205 904 693"> <input type="checkbox"/> Shopify plus SEO<br/> <input type="checkbox"/> programmatic seo<br/> <input checked="" type="checkbox"/> semantic seo<br/> <input checked="" type="checkbox"/> seo principles<br/> <input type="checkbox"/> seo forecasting<br/> <input type="checkbox"/> google maps seo<br/> <input type="checkbox"/> nap seo<br/> <input checked="" type="checkbox"/> seo visibility<br/> <input type="checkbox"/> voice seo - revamp<br/> <input type="checkbox"/> seo for cybersecurity<br/> <input type="checkbox"/> bing vs google<br/> <input checked="" type="checkbox"/> seo data<br/> <input type="checkbox"/> seo for roofing </div> <p>Link to these published articles:</p> <div data-bbox="592 842 1344 951"> <input type="checkbox"/> <a href="https://hawksem.com/blog/seo-plan/">https://hawksem.com/blog/seo-plan/</a><br/> <input type="checkbox"/> <a href="https://hawksem.com/blog/seo-best-practices/">https://hawksem.com/blog/seo-best-practices/</a><br/> <input type="checkbox"/> <a href="https://hawksem.com/blog/seo-content-strategy-guide/">https://hawksem.com/blog/seo-content-strategy-guide/</a> </div> <p>Look for relevant case studies to include in the post:<br/> <a href="https://hawksem.com/resources/?cate=case-study">https://hawksem.com/resources/?cate=case-study</a> </p> |
| Internal SME quotes              | <div data-bbox="544 1161 1455 1192">HawkSEM experts will write their quotes/insights here to add to the post</div> <div data-bbox="544 1220 1414 1320">Moneta Group was able to increase keywords in the top 3 by 164% as well as increase their keyword portfolio by 326% by working with HawkSEM.</div> <div data-bbox="544 1348 1313 1379">Case study: <a href="https://hawksem.com/resources/moneta-group/">https://hawksem.com/resources/moneta-group/</a></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| External SMEs to Get Quotes from | <p>Use <a href="#">Qwoted</a>, <a href="#">Featured</a>, <a href="#">Connectively</a>, and <a href="#">Help a B2B Writer</a> to get quotes from SMES with relevant experience and expertise.</p> <p><b>Note:</b> Be specific in your request and consider what answers you're looking for (e.g., if you need examples for a section in your article, then ask for examples/stories specifically) Stories/examples are gold, especially if they come with screenshots for proof/results because it provides information that can't be found elsewhere. <b>Beware</b> of responses that are generic and easily researched/pulled from Google SERPs.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| External SME Interview           | Come up with a list of questions to ask your SMEs. Here are a few ideas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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| <b>Question Suggestions</b>                 | <p>to help you along:</p> <ol style="list-style-type: none"> <li>1. What are the current SEO strategies and practices implemented on your website?</li> <li>2. How do you conduct keyword research to identify relevant keywords for your industry and target audience?</li> <li>3. What challenges have you faced in implementing on-page optimization best practices, and how have you addressed them?</li> <li>4. In what ways do you currently combine SEO and content marketing to improve your website's visibility and drive organic traffic?</li> <li>5. What specific measures have you taken to ensure that your website's content is high-quality, unique, and relevant to your target audience?</li> </ol> |
| <b>Competing Articles to Beat</b>           | <p><a href="https://www.webfx.com/blog/seo/seo-step-by-step/">https://www.webfx.com/blog/seo/seo-step-by-step/</a></p> <p><a href="https://blog.hubspot.com/blog/tabid/6307/bid/1436/shortest-tutorial-ever-on-seo-search-engine-optimization.aspx">https://blog.hubspot.com/blog/tabid/6307/bid/1436/shortest-tutorial-ever-on-seo-search-engine-optimization.aspx</a></p> <p><a href="https://backlinko.com/seo-strategy">https://backlinko.com/seo-strategy</a></p> <p><a href="https://www.semrush.com/blog/seo-for-new-website/">https://www.semrush.com/blog/seo-for-new-website/</a></p>                                                                                                                        |
| <b>External Links to Mention</b>            | <p>Stats from reputable sources, original sources (no blog post stat round-ups), resources from non-competitors. No older than two to three years old unless from research that doesn't happen often (psychological studies, etc.)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>CTA</b>                                  | <ul style="list-style-type: none"> <li>• Connect with our X experts for a free consultation</li> <li>• Reach out to HawkSEM to get started</li> <li>• Other variations that drive people to schedule a call</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Target Word Count</b>                    | <p>2500+ (Excluding quotes)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Deadline for First Draft</b>             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Useful Company-Related Resources and</b> | <p><b>Writing style guide:</b></p> <p><a href="https://docs.google.com/document/d/1vk30IHpgtF1wS15kq0PS1UJ90xYnDs-nAdVANamAzJc/edit">https://docs.google.com/document/d/1vk30IHpgtF1wS15kq0PS1UJ90xYnDs-nAdVANamAzJc/edit</a></p> <p><b>Blog post structure and brand voice:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|              | <p><a href="https://docs.google.com/document/d/1Ch0cHRM8fsQKmcwsynxKkIEgKTAIhEk37LmNx4vcSvE/edit">https://docs.google.com/document/d/1Ch0cHRM8fsQKmcwsynxKkIEgKTAIhEk37LmNx4vcSvE/edit</a></p> <p><b>How to use Clearscope:</b></p> <p><a href="https://watch.screencastify.com/v/xbF0bl3WCGvjMJFStMdl">https://watch.screencastify.com/v/xbF0bl3WCGvjMJFStMdl</a></p> <p><b>PLEASE WATCH: How to provide information gain in each post</b></p> <p><a href="https://www.youtube.com/watch?v=blVNgY17nEg&amp;ab_channel=Clearscope">https://www.youtube.com/watch?v=blVNgY17nEg&amp;ab_channel=Clearscope</a></p> <p><b>Examples of how we'd like to implement quotes from external SMEs and provide actionable tips:</b></p> <p><a href="https://databox.com/high-ctr-low-conversion-rate-causes">https://databox.com/high-ctr-low-conversion-rate-causes</a></p> <p><a href="https://databox.com/average-facebook-ctr">https://databox.com/average-facebook-ctr</a></p> <p><b>Remove the fluff and BLUF it up – be direct, to the point, concise, and put the most important details at the top. Avoid cliches and openings like “Are you struggling with X...” etc. Read more here:</b></p> <p><a href="https://hawksem.com/blog/bluf-meaning/">https://hawksem.com/blog/bluf-meaning/</a></p> <p><a href="https://compose.ly/for-writers/fluff-in-writing">https://compose.ly/for-writers/fluff-in-writing</a></p> <p><a href="https://www.elevenwriting.com/blog/fluff-writing">https://www.elevenwriting.com/blog/fluff-writing</a></p> <p><a href="https://www.crowdcontent.com/blog/content-marketing/fluff-writing/">https://www.crowdcontent.com/blog/content-marketing/fluff-writing/</a></p> <p><b>Examples of BLUF and ideal intros/subheadings in HawkSEM content:</b></p> <p><a href="https://hawksem.com/blog/negative-keywords-ppc/">https://hawksem.com/blog/negative-keywords-ppc/</a></p> <p><a href="https://hawksem.com/blog/search-engine-marketing-costs/">https://hawksem.com/blog/search-engine-marketing-costs/</a></p> <p><a href="https://hawksem.com/blog/subdomain-vs-subdirectory/">https://hawksem.com/blog/subdomain-vs-subdirectory/</a></p> <p><a href="https://hawksem.com/blog/content-marketing-cost/">https://hawksem.com/blog/content-marketing-cost/</a></p> |
| <b>Notes</b> | <ul style="list-style-type: none"> <li>When addressing our audience, <b>don't</b> refer to them as business owners. Instead, <b>we should use marketer, advertiser, brand</b>. If it's a local piece, we can say business owner, but not otherwise.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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|  | <ul style="list-style-type: none"> <li>• Intros should be no more than 250 words and provide an answer to the most pressing question or a concise summary..</li> <li>• Subheadings should also be direct and provide an answer</li> <li>• For “What is X” sections, define the target topic not the general topic. For example, if the topic is about ppc metrics, then the subheading should be “What are PPC metrics?” not “What is PPC”</li> <li>• We use plagiarism and AI detection tools. Your content should come back at 0% for plagiarism and 15% or less for AI detection.</li> </ul> |
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### Writer’s Checklist

#### Content – each blog article should include:

- ☐ Bolded, italicized subheadline to serve as an article overview ([see example here](#))
- ☐ Summarized list of what’s included (“*Here you’ll find*”) with 4 bullet points
- ☐ Strong first sentence/paragraph to hook the reader
  - ☐ Can be an interesting stat, related pop culture reference, helpful metaphor, etc.
- ☐ Internal links included to other related HawkSEM blogs
- ☐ External links to reputable, non-competitor sites
  - ☐ Examples: Google blog, Moz, Ahrefs, Semrush, Search Engine Journal, Search Engine Land, news/industry sites like Forbes, TechCrunch etc.
- ☐ Subheadlines, bulleted lists and short paragraphs for readability
- ☐ Primary keyword/phrase is (naturally) included in the title and early in the article
- ☐ BLUF approach in intro and for each subheading
- ☐ Conclusion paragraph titled “The takeaway” to summarize the piece
- ☐ Articles should be around 2,000+ words unless otherwise noted in content brief
- ☐ Quotes gathered from SMEs (at least two quotes, can be from one SME or more)

- ☐ Include jumplinks for your subheadings after the introduction

### CTAs

- ☐ Gently weave in HawkSEM as a solution **when applicable**/natural with a link (i.e. “...if this seems overwhelming, we can help. [Reach out](#) to find out how...”)
- ☐ Gently weave in [ConversionIQ](#) **if/when applicable** with a link

### Images

- ☐ Can use screenshots from a platform like Google Analytics, etc. – *please include the images in your copy and submit the images to [this Google Drive folder](#) (just add placeholders in your copy if you need us to source screenshots)*. And use Pexels to find relevant stock free images – include source link.
- ☐ Add alt text to each image and try to fit in the keyword where possible (e.g., Screenshot of Mailchimp’s dashboard)

### Clearscope

- ☐ This platform can help to create your outline and optimize your draft. The ideal grade is A++ but please don’t feel forced to include every single suggested term if it doesn’t add to the piece.

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Feature image: <https://www.pexels.com/photo/adult-books-business-coffee-374016/>

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## 8 SEO Steps for Websites to Improve Rankings (+ Checklist)

*SEO helps your website rank higher on search result pages and drive more organic traffic. Learn how to implement SEO step-by-step on your new website.*

Here are the SEO steps for websites:

1. [Do keyword research](#)
2. [Add keywords to your website](#)



3. [Implement technical SEO](#)
4. [Optimize your website for UX](#)
5. [Create a content calendar](#)
6. [Produce content](#)
7. [Build backlinks](#)
8. [Monitor and improve your SEO strategy](#)
9. [SEO steps for new website: Checklist](#)

You've heard of many [search engine optimization](#) tactics in silos. You've also read you need to create content and get backlinks to rank higher on Google search results.

But how do you implement these to drive better results? By following a logical line of SEO steps for the website.

If you're working on your site's SEO without expert help, the process can get quite overwhelming. Having a list of steps can help you stay on track, optimize your site more effectively, and drive better results.

Follow these eight SEO steps for websites.

## 1. Do keyword research

[Keyword research](#) identifies the phrases and terms your potential customers use in search engines. It's the first step in the SEO process for websites. It aligns your website content with the search queries, needs, and search intent of your audience.

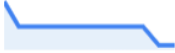
There are different ways to approach keyword research.

### Find seed keywords

Seed keywords are generic terms related to your business or niche.

For instance, if you're a personal trainer, your seed keywords may be "fitness," "personal training," or "workout routines."

You can use these seed keywords as a starting point to generate a more extensive list of keyword ideas using tools like [Google Keyword Planner](#).

| <input type="checkbox"/> Keyword (by relevance)   | Avg. monthly searches                                                                        | Competition |
|---------------------------------------------------|----------------------------------------------------------------------------------------------|-------------|
| <input type="checkbox"/> fitness                  | 301,000    | Low         |
| <input type="checkbox"/> workout routine          | 49,500     | Low         |
| Keyword ideas                                     |                                                                                              |             |
| <input type="checkbox"/> treadmill                | 301,000    | High        |
| <input type="checkbox"/> exercise bike            | 110,000    | High        |
| <input type="checkbox"/> planet fitness near me   | 1,000,000  | Low         |
| <input type="checkbox"/> personal trainer near me | 135,000    | Low         |
| <input type="checkbox"/> personal trainer         | 74,000     | Low         |
| <input type="checkbox"/> nordictrack treadmill    | 40,500    | High        |
| <input type="checkbox"/> adjustable dumbbells     | 90,500   | High        |

**Alt-text:** Find keywords on Google Keyword Planner

This tool discovers related terms and phrases your potential customers may use, giving you a broader perspective on their search habits.

## Conduct competitive analysis

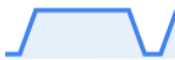
Your competitors are targeting keywords already proven to attract your shared audience.

By analyzing their keyword choices, you:

- Gain insights into what's successful in your industry
- Uncover gaps in their search marketing strategy

Start by identifying your main competitors. Then, use tools like Keyword Planner or Semrush to examine the keywords they rank for.

Here's an example of the keywords 'adidas(dot)com' ranks for on Google:

| <input type="checkbox"/> Keyword (by relevance)   | Avg. monthly searches                                                                       | Competition |
|---------------------------------------------------|---------------------------------------------------------------------------------------------|-------------|
| <input type="checkbox"/> adidas stan smith        | 33,100    | High        |
| <input type="checkbox"/> adidas slides            | 60,500    | High        |
| <input type="checkbox"/> adidas yeezy             | 90,500    | High        |
| <input type="checkbox"/> gazelle adidas           | 27,100    | High        |
| <input type="checkbox"/> adidas golf shoes        | 33,100    | High        |
| <input type="checkbox"/> stan smith shoes         | 27,100    | High        |
| <input type="checkbox"/> adidas running shoes     | 33,100    | High        |
| <input type="checkbox"/> adidas ultra boost women | 22,200    | High        |
| <input type="checkbox"/> adidas black friday      | 2,900    | High        |
| <input type="checkbox"/> nmd                      | 22,200  | High        |

**Alt-text:** Competitor keyword research on Google Keyword Planner

Look for patterns in their keyword choices and note any high-performing keywords they use.

If a competitor ranks well for a specific term, it signals that this keyword is valuable in your niche. For example, if several competitors rank for "online fitness coaching," it's a keyword worth considering for your strategy.

Add these keywords from competitive analysis to your keywords list.

**Further reading:** [How to Conduct an SEO Competitor Analysis + 10 Tools We Love](#)

## Refine your keyword list

Once you have a broad list of potential keywords, the next step is to refine it to find the most effective ones for your SEO strategy. This involves a careful balance of relevance, search volume, and competition:

- **Focus on relevance**

Start by ensuring each keyword closely relates to what your business offers.

For example, if you're a fitness coach, a keyword like "weight loss supplements" may be popular, but it's irrelevant if you don't sell supplements. Stick to keywords that accurately reflect your services.

- **Look at the search volume**

Search volume highlights how many people are searching for a keyword. While high search volume can be tempting, it often comes with high competition.

Keyword research tools like Google's Keyword Planner provide SEO data, like search volumes.

| <input type="checkbox"/> Keyword (by relevance)                   |  | Avg. monthly searches                                                                      | Competition |
|-------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------|-------------|
| <input type="checkbox"/> online personal trainer                  |  | 5,400    | Medium      |
| <input type="checkbox"/> virtual personal trainer                 |  | 1,600    | Medium      |
| <input type="checkbox"/> online fitness trainer                   |  | 5,400   | Medium      |
| <input type="checkbox"/> best online personal trainer             |  | 390    | Medium      |
| <input type="checkbox"/> online gym trainer                       |  | 170    | Medium      |
| <input type="checkbox"/> online personal trainer and nutritionist |  | 140    | Medium      |
| <input type="checkbox"/> virtual fitness trainer                  |  | 1,600  | Medium      |
| <input type="checkbox"/> online personal training programs        |  | 170    | Medium      |
| <input type="checkbox"/> online fitness and nutrition coach       |  | 170    | High        |
| <input type="checkbox"/> best online fitness coach                |  | 210    | Medium      |

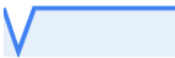
**Alt-text:** Keyword search volume data on Google Keyword Planner

Use this information to identify keywords with a reasonable number of searches but aren't overly saturated in the market.

- **Assess keyword difficulty**

Keyword difficulty reflects how hard it'll be to rank for a keyword. The higher this value, the more competitive the keyword.

Aim for keywords with lower difficulty scores, preferably long-tail keywords. They offer a better chance of achieving higher search engine rankings.

| <input type="checkbox"/> Keyword (by relevance)            | Avg. monthly searches                                                                      | Competition |
|------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------|
| <input type="checkbox"/> online coaching gym               | 50       | Medium      |
| <input type="checkbox"/> virtual private trainer           | 10       | Low         |
| <input type="checkbox"/> online personal gym trainer       | 10       | Low         |
| <input type="checkbox"/> being an online personal trainer  | 20       | Medium      |
| <input type="checkbox"/> online private trainer            | 10       | Medium      |
| <input type="checkbox"/> online personal trainer training  | 1,600  | Medium      |
| <input type="checkbox"/> the best online personal trainers | 10     | Low         |
| <input type="checkbox"/> online nutritionist and trainer   | 10     | High        |
| <input type="checkbox"/> online personal trainer prices    | 170    | Low         |

**Alt-text:** Keyword difficulty value on Google Keyword Planner

## 2. Optimize your site with the right keywords

After carefully selecting your list of keywords, strategically integrate them into your website. This optimization ensures your site is visible and relevant to your potential customers' searches.

Here are the places where you can incorporate keywords:

- **Homepage and landing pages:** Include your main keywords in the titles, header tags, and first paragraphs of your homepage and [landing pages](#). Make sure they fit naturally and accurately describe your offerings.

- **Blog posts and articles:** Use your keywords to guide the topics of your blog posts. Incorporate them into titles, headings, subheadings, and throughout the body where relevant. (We'll discuss this point below [Click to jump](#))
- **Meta descriptions and title tags:** Ensure your keywords appear in your pages' meta descriptions and title tags. This helps with ranking, and encourages searchers to click through from search engine results pages.
- **URLs:** If possible, include keywords in your URLs. Keep the URL structures short and easy to read, with keywords reflecting the page content.
- **Image alt texts:** Descriptive alt texts for images, including keywords where appropriate, can improve your site's visibility in image searches.
- **Product descriptions and category pages:** For ecommerce sites, use keywords in SEO product descriptions and category page titles and content. This is a key part of ecommerce website optimization and helps these pages rank in search engine results related to your products.

***Note:** Avoid keyword stuffing. Integrate your keywords into pages/content naturally. Search engines now prioritize semantic SEO, where the algorithm considers the thematic depth of a page vs. the keywords that page includes.*

### 3. Focus on technical SEO

[Technical SEO](#) covers how your website is structured and operates. It focuses on making your site easy for search engines to find, crawl, and index.

Technical SEO includes the behind-the-scenes aspects of your website that impact its ability to rank on SERP. It ensures your website is compatible with search engine guidelines.

Here are the key aspects of technical SEO.

#### Site speed

A slow website can put off visitors, and search engines know this.

Use [GTmetrix](#) to find out how fast your site loads.



## Latest Performance Report for: http://adidas.com/

Share

Report generated: Wed, Feb 7, 2024 5:16 AM -0800  
Test Server Location: Vancouver, Canada  
Using: Chrome 117.0.0.0, Lighthouse 11.0.0

### GTmetrix Grade ?

|          |                             |                           |
|----------|-----------------------------|---------------------------|
| <b>D</b> | Performance ?<br><b>67%</b> | Structure ?<br><b>63%</b> |
|----------|-----------------------------|---------------------------|

### Web Vitals ?

|                                           |                                       |                                       |
|-------------------------------------------|---------------------------------------|---------------------------------------|
| Largest Contentful Paint ?<br><b>1.7s</b> | Total Blocking Time ?<br><b>399ms</b> | Cumulative Layout Shift ?<br><b>0</b> |
|-------------------------------------------|---------------------------------------|---------------------------------------|

#### Summary

#### Performance

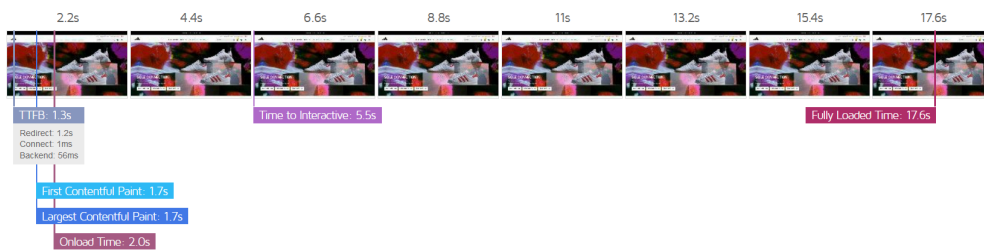
#### Structure

#### Waterfall

#### Video

#### History

### Speed Visualization ?



**Alt-text:** GTmetrix website speed report

It gives you a score and practical suggestions like compressing images or reducing server response time.

### Top Issues

All

FCP

LCP

TBT

CLS

These audits are identified as the top issues impacting **your performance**.

| IMPACT   | AUDIT                                                              |                             |   |
|----------|--------------------------------------------------------------------|-----------------------------|---|
| High     | Avoid enormous network payloads <small>LCP</small>                 | Total size was 5.69MB       | ▼ |
| Med-High | Avoid an excessive DOM size <small>TBT</small>                     | 2,335 elements              | ▼ |
| Med      | Use explicit width and height on image elements <small>CLS</small> | 12 images found             | ▼ |
| Med      | Serve static assets with an efficient cache policy                 | Potential savings of 2.38MB | ▼ |
| Med-Low  | Use a Content Delivery Network (CDN)                               | 42 resources found          | ▼ |

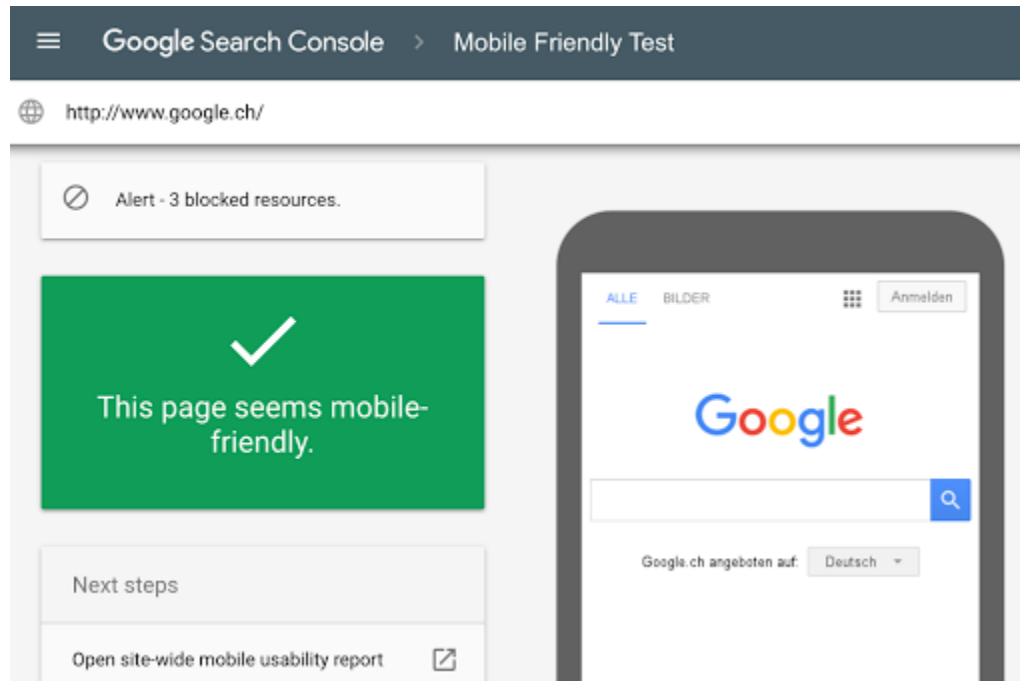
**Alt-text:** GTmetrix website speed report

Implementing these changes will speed up your site.

## Mobile-friendly design

Most people browse the web on their phones. So, your site must work well on mobile devices.

You can check your site's mobile responsiveness on Google Search Console (previously Google Webmaster).



[Source](#)

**Alt-text:** Check site's mobile responsiveness on Google Search Console

It tells you if your site is mobile-friendly and suggests how to improve it, like resizing content to fit the screen.

**Further reading:** [How to Make Your Site Mobile-Friendly \(& Why It's a Must\)](#)

## Secure Socket Layer (SSL)

SSL makes your site secure. You can see if a site has SSL if its URL starts with 'https.'

This is important for user trust and is a search ranking factor by Google and Bing.

To install SSL, you can usually get a free certificate from your hosting provider and follow their instructions to set it up.

## XML sitemap

Think of an XML [sitemap](#) as a map for search engines to find all your web pages. Here's how it typically looks:



## XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.  
You can find more information about XML sitemaps on [sitemaps.org](https://sitemaps.org).

This XML Sitemap contains 374 URLs.

| URL                                                                                                                                                                                                                 | Images | Last Mod.               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------------------------|
| <a href="https://www.newyorkdentaloffice.com/welcome-to-new-york-dental-office/">https://www.newyorkdentaloffice.com/welcome-to-new-york-dental-office/</a>                                                         | 1      | 2016-09-20 09:20 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/have-a-smile-you-can-be-proud-of/">https://www.newyorkdentaloffice.com/have-a-smile-you-can-be-proud-of/</a>                                                           | 1      | 2018-03-16 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/why-dental-veneers-are-really-worth-it/">https://www.newyorkdentaloffice.com/why-dental-veneers-are-really-worth-it/</a>                                               | 1      | 2018-04-16 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/important-facts-about-missing-teeth-solutions/">https://www.newyorkdentaloffice.com/important-facts-about-missing-teeth-solutions/</a>                                 | 1      | 2018-05-16 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/5-reasons-you-may-have-a-loose-dental-crown/">https://www.newyorkdentaloffice.com/5-reasons-you-may-have-a-loose-dental-crown/</a>                                     | 1      | 2018-06-16 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/best-tips-to-clean-your-toothbrush/">https://www.newyorkdentaloffice.com/best-tips-to-clean-your-toothbrush/</a>                                                       | 1      | 2018-07-16 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/popular-types-of-floss-and-tips-for-flossing/">https://www.newyorkdentaloffice.com/popular-types-of-floss-and-tips-for-flossing/</a>                                   | 1      | 2018-08-16 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/dental-sealants-for-adults/">https://www.newyorkdentaloffice.com/dental-sealants-for-adults/</a>                                                                       | 1      | 2018-09-12 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/5-reasons-to-get-your-teeth-whitened-at-the-dentist/">https://www.newyorkdentaloffice.com/5-reasons-to-get-your-teeth-whitened-at-the-dentist/</a>                     | 1      | 2018-10-15 18:27 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/how-does-vaping-affect-oral-hygiene/">https://www.newyorkdentaloffice.com/how-does-vaping-affect-oral-hygiene/</a>                                                     | 1      | 2018-10-22 19:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/5-tips-to-protect-your-dental-crown/">https://www.newyorkdentaloffice.com/5-tips-to-protect-your-dental-crown/</a>                                                     | 1      | 2018-11-09 20:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/oral-hygiene-dental-care-for-adults/">https://www.newyorkdentaloffice.com/oral-hygiene-dental-care-for-adults/</a>                                                     | 1      | 2018-11-20 20:00 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/should-i-brush-my-tongue/">https://www.newyorkdentaloffice.com/should-i-brush-my-tongue/</a>                                                                           | 1      | 2019-01-10 23:34 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/when-is-it-time-for-a-dental-implant/">https://www.newyorkdentaloffice.com/when-is-it-time-for-a-dental-implant/</a>                                                   | 1      | 2019-01-10 23:37 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/how-to-brush-your-teeth/">https://www.newyorkdentaloffice.com/how-to-brush-your-teeth/</a>                                                                             | 1      | 2019-01-28 19:15 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/4-different-types-of-partial-dentures/">https://www.newyorkdentaloffice.com/4-different-types-of-partial-dentures/</a>                                                 | 1      | 2019-01-28 19:22 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/how-long-do-dental-veneers-last-and-how-are-they-applied/">https://www.newyorkdentaloffice.com/how-long-do-dental-veneers-last-and-how-are-they-applied/</a>           | 1      | 2019-02-19 23:43 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/how-are-dental-implants-attached-to-your-mouth/">https://www.newyorkdentaloffice.com/how-are-dental-implants-attached-to-your-mouth/</a>                               | 1      | 2019-03-21 21:28 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/teeth-whitening-can-improve-your-appearance/">https://www.newyorkdentaloffice.com/teeth-whitening-can-improve-your-appearance/</a>                                     | 1      | 2019-03-21 21:33 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/preventive-dentistry-the-top-3-worst-beverages-for-your-teeth/">https://www.newyorkdentaloffice.com/preventive-dentistry-the-top-3-worst-beverages-for-your-teeth/</a> | 1      | 2019-04-22 16:33 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/top-5-questions-about-general-dentistry/">https://www.newyorkdentaloffice.com/top-5-questions-about-general-dentistry/</a>                                             | 1      | 2019-05-21 19:21 +00:00 |
| <a href="https://www.newyorkdentaloffice.com/are-you-a-candidate-for-implant-supported-dentures/">https://www.newyorkdentaloffice.com/are-you-a-candidate-for-implant-supported-dentures/</a>                       | 1      | 2019-05-21 19:23 +00:00 |

### [Source](#)

**Alt-text:** XML sitemap example

Create a sitemap using a sitemap generator, like [XML-Sitemaps](#). Creating one is relatively easy using any popular CMS like WordPress.

Then, submit it to Google Search Console (GSC).

### Sitemaps

Add a new sitemap

<https://example.com/> Enter sitemap URL

SUBMIT

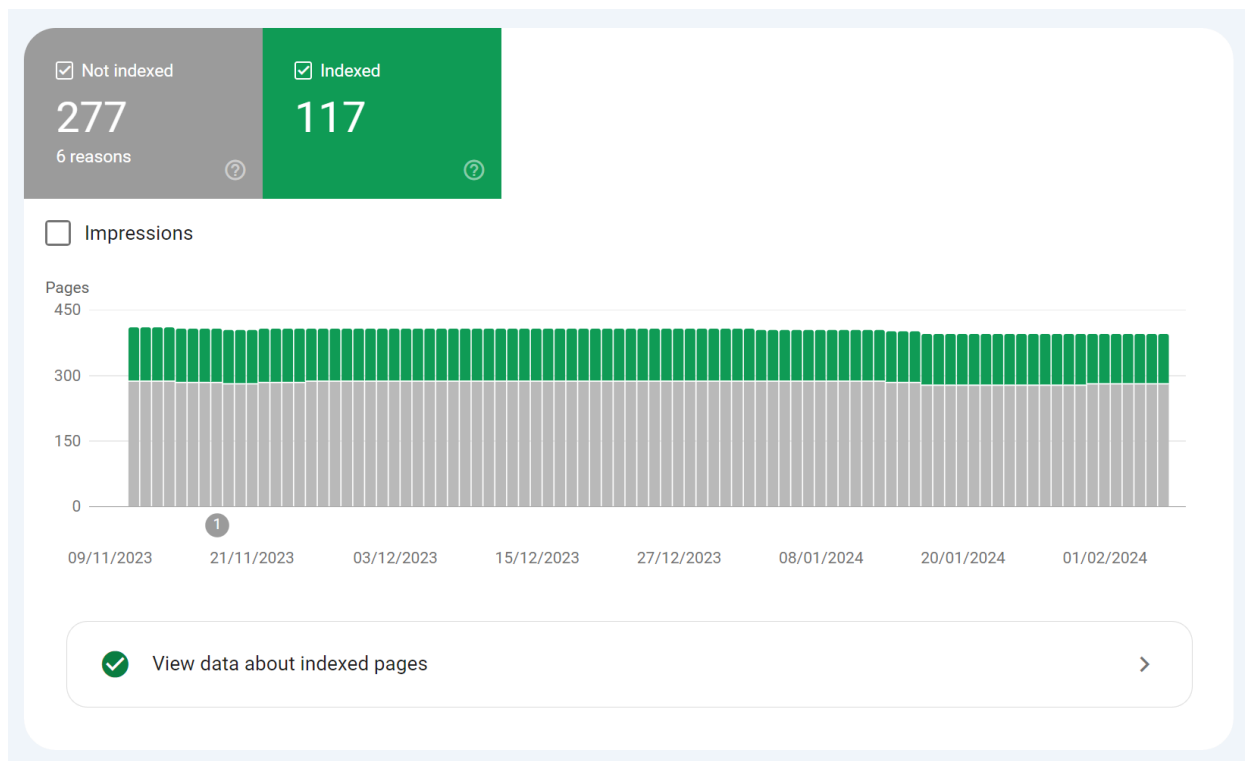
**Alt-text:** Add sitemap on Google Search Console

This helps search engines discover, crawl, and index your pages more efficiently.

## Proper indexing

Make sure search engines know about all your important pages.

Use [Google Search Console](#) to find which of your pages are indexed.



**Alt-text:** Google Search Console indexing report

If important pages are missing, you can directly submit them for indexing through the console.

## Site architecture

Good [website architecture for SEO](#) helps users and search engines navigate your site easily. It involves logically organizing your content.

Aim for a layout where important pages link to and from the homepage and are interlinked appropriately.

Use a straightforward menu structure and internal linking to guide visitors smoothly through your site.

## Avoid duplicate content

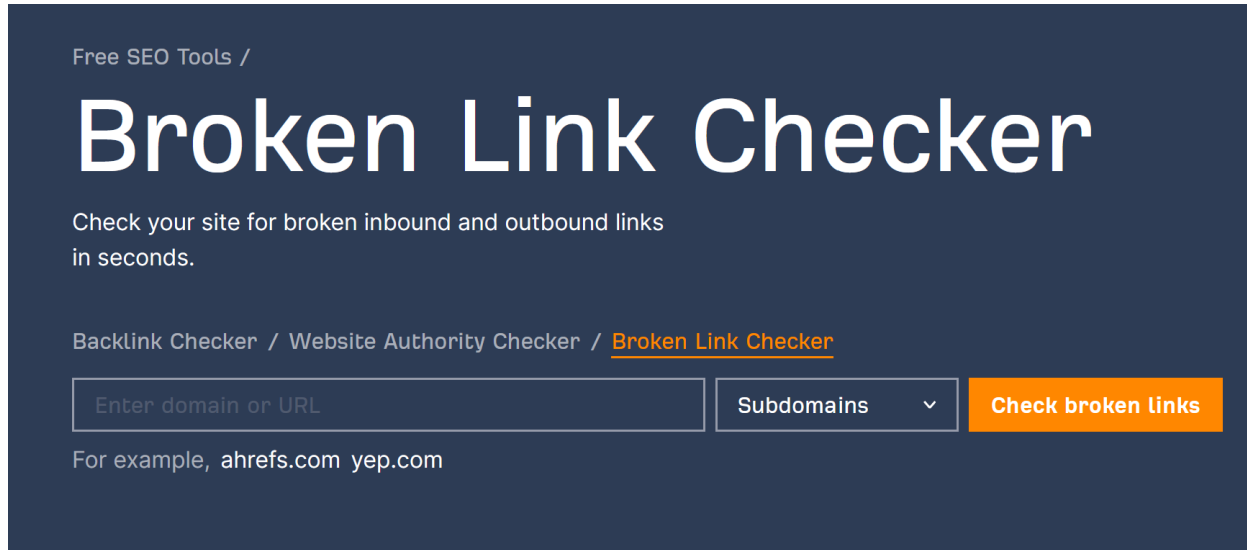
Duplicate content can confuse search engines.

If you have the same content on multiple pages, decide which one should be the primary page and use canonical tags to tell search engines which version is the main one.

## Error Handling

Regularly check for broken links and errors, which can hurt user experience.

Tools like Ahrefs' [Broken Link Checker](#) can identify these issues.

The image shows the Ahrefs Broken Link Checker tool interface. At the top, it says "Free SEO Tools /". Below that is the title "Broken Link Checker" in large white text. Underneath the title, it says "Check your site for broken inbound and outbound links in seconds." There is a navigation bar with links: "Backlink Checker / Website Authority Checker / [Broken Link Checker](#)". Below the navigation bar is a search input field with the placeholder text "Enter domain or URL". To the right of the input field is a dropdown menu labeled "Subdomains" with a downward arrow. To the right of the dropdown is an orange button labeled "Check broken links". Below the input field, there is a hint text: "For example, ahrefs.com yep.com".

**Alt-text:** Ahrefs' Broken Link Checker tool

Fix broken links, set up a custom 404 page, and create redirects to guide users back to your website and reduce the bounce rate.

## 4. Optimize your site for UX

User experience (UX) refers to how well visitors interact with and perceive your site. A good UX means visitors find your site intuitive, easy to navigate, and delightful to use.

This makes visitors more likely to stay on your site. It also affects how search engines rank your pages.

While we've already mentioned the importance of site speed (a fast-loading site is crucial for UX), there are more on-page SEO elements to consider — especially in digital marketing for ecommerce, where UX is critical to driving online sales.

You can improve these elements by focusing on core web vitals.

### Understanding Core Web Vitals

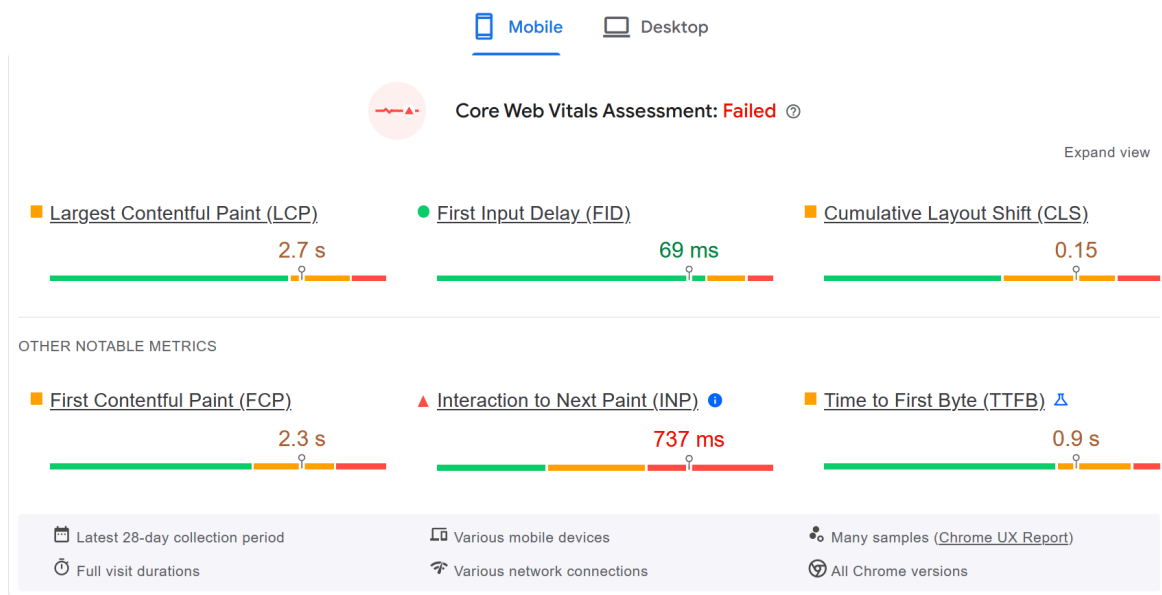
Google's [Core Web Vitals](#) (CWV) are a set of specific factors in Google's criteria for user experience.

These include:

- **Largest Contentful Paint (LCP):** This measures loading performance. It assesses how long it takes for the main content of a page to load. Aim for an LCP of 2.5 seconds or faster.
- **Interaction to Next Paint (INP):** This replaced the First Input Delay (FID). It measures the responsiveness and interactivity of a page by capturing the delay between user interactions and the visual response or next paint. Aim for an INP of 200 milliseconds or less.
- **Cumulative Layout Shift (CLS):** This assesses visual stability. It measures how much unexpected movement happens on your page as it loads. Aim for a CLS of 0.1 or less.

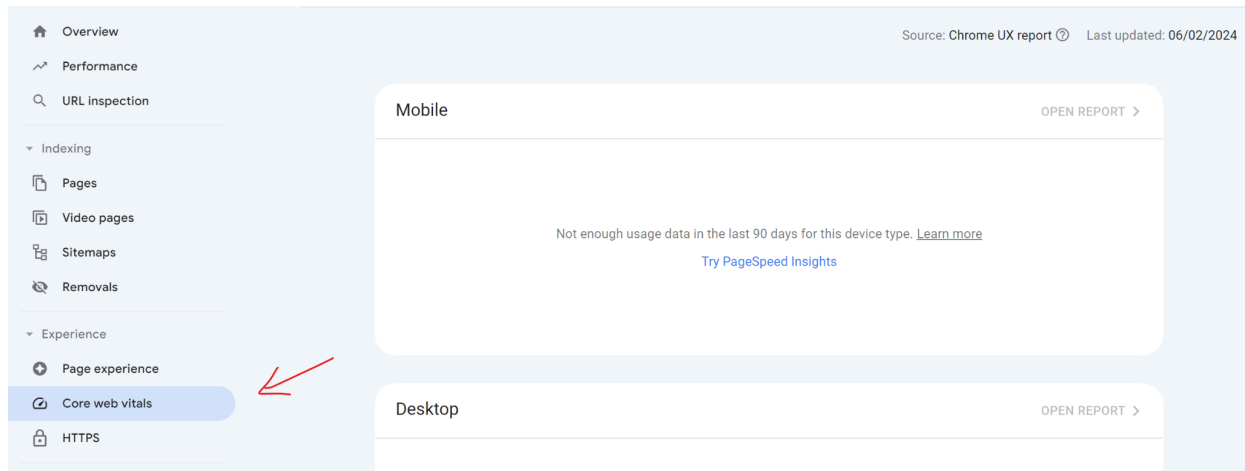
Each of these metrics plays a key role in providing a better user experience on your website.

You can look at your site's CWV values using Google's [PageSpeed Insights](#).



**Alt-text:** Google PageSpeed Insights report

Even Google Search Console provides a CWV report.



**Alt-text:** Core web vitals report on Google Search Console

If they're below the desired values, follow these SEO tips to improve your site's core web vitals.

## How do you improve your site's UX?

- **Use a content delivery network (CDN):** CDNs keep copies of your site on servers worldwide, allowing for faster loading times.
- **Minimize JavaScript:** Excessive or unoptimized JavaScript can delay your page's interactivity. Reduce the amount of JavaScript used or defer non-essential scripts.
- **Use browser caching:** This stores parts of your site in the user's browser to load faster on subsequent visits.
- **Optimize server response time:** Check with your hosting provider on how to improve server response times, as this can directly affect INP.
- **Avoid inserting content above existing content:** Particularly for content that loads later (like ads or embeds), ensure it doesn't push down other content on the page.
- **Use stable fonts:** Avoid fonts that cause layout shifts when they load. If necessary, use font-display settings to control how and when fonts are loaded.
- **Specify image and video dimensions:** By setting width and height attributes for images and videos, you can prevent unexpected layout shifts as these elements load.

Create a faster and more stable website by improving your core web vitals. This would improve your site's UX and its ranking on SERP.

## 5. Create a content calendar

Your [content calendar](#) is a roadmap for creating relevant, keyword-focused content that addresses your audience's needs and questions.

It organizes your content strategy and ensures you regularly publish new content that aligns with your audience's needs and supports your SEO goals.

*So, how do you create a content calendar?*

## **Align content with keywords**

Review the list of keywords you've identified through your research. These are the topics your audience is actively searching for.

Focus on keywords most relevant to your business. They should have a good balance of search volume and competition.

For beginners, start with less competitive, more specific, long-tail keywords that are quicker to rank on the first page of search results.

## **Integrate audience pain points**

Identify common challenges or questions your audience has. For instance, if you're a fitness coach, a significant pain point could be 'how to stay motivated for working out.'

Create topics that address these pain points while incorporating your keywords.

For example, you can write an article titled "5 Strategies to Stay Motivated for Your Workout Routine" and use keywords like "workout motivation tips."

## **Develop your calendar**

Use a simple spreadsheet or a digital calendar. Include columns or fields for the publication date, topic, target keywords, and content type (blog, video, etc.).

Decide how often you can create and publish content. Consistency is key — whether weekly or bi-weekly, stick to a regular schedule.

Start populating your calendar. Mix different types of content to keep it interesting — how-to guides, FAQs, tips, and personal stories can all be great formats.

Here's how a typical content calendar can look on an Excel sheet:

| HubSpot                    |          | Blog Editorial Calendar |                                                                              | Need a better CMS and marketing automation software? Try HubSpot!                     | <a href="#">Click Here to Get Started with a Free Demo</a> |                   |                                                          |
|----------------------------|----------|-------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------|-------------------|----------------------------------------------------------|
| Publish Date               | Due Date | Author                  | Topic/Title                                                                  | Content/Details                                                                       | Keyword(s)                                                 | Target Persona(s) | Offer/CTA                                                |
| 1/1/22<br>1/2/22<br>1/3/22 | 12/29/21 | Ivelisse Rodriguez      | 12 Revealing Charts to Help You Benchmark Your Business Blogging Performance | Explain importance of blogging and how to benchmark your efforts to guarantee success | business blogging, blogging benchmarks                     | Marketing Mary    | <a href="#">How to Get 100,000 Readers for Your Blog</a> |
| 1/4/22                     | 12/30/21 | Caroline Forsey         | Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]                | Highlight SEO tips with expert advice while promoting on-page templates               | search engine optimization, SEO                            | Marketing Mary    | <a href="#">On-Page SEO Template</a>                     |
| 1/5/22<br>1/6/22<br>1/7/22 | 12/31/21 | Basha Coleman           | 9 Tips for Creating Quick Graphics for Your Social Media Posts               | Provide tips and tricks to creating graphics without the burden of learning Photoshop | marketing graphics, social media graphics                  | Sales Leader Alex | <a href="#">Social Media Image Templates</a>             |
| 1/8/22                     |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/9/22                     |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/10/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/11/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/12/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/13/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/14/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/15/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/16/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/17/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/18/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/19/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/20/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/21/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/22/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/23/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/24/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |
| 1/25/22                    |          |                         |                                                                              |                                                                                       |                                                            |                   |                                                          |

[Source](#)

**Alt-text:** Content calendar example

## 6. Start producing content

With your content calendar in hand, it's time to produce SEO-friendly content. You have two primary options: create content with an in-house team or collaborate with an agency.

Working with an in-house team has several advantages:

- Full control over every piece of content
- Direct alignment with your brand voice

But there are also challenges. It requires dedicated resources like content writers, editors, and possibly SEO specialists.

Many brands and in-house marketers usually work with an agency, especially if they have a content-centric SEO strategy.

### Working with an agency

The first step here is finding a good agency. *How?*

- **Research:** Look for agencies with experience in your industry. Check their portfolios and client testimonials.
- **Define your needs:** Know what type of content you need (blogs, videos, infographics) and the frequency of publication.
- **Budget considerations:** Determine your [content marketing budget](#). This helps to find an agency that fits your financial constraints.
- **Initial meetings:** Discuss your vision, goals, and expectations with potential agencies. A good agency should be interested in understanding your brand and audience.

**Further reading:** [Hire a Content Writer: The Top 6 Options for Success](#)

Once you've hired an agency, you must coordinate with them properly to ensure a consistent content production line.

Here are a few tips:

- **Regular communication:** Establish a routine for regular updates and feedback. This ensures everyone is on the same page and content aligns with your expectations.
- **Content approval process:** Set up a system for reviewing and approving content. Decide who in your team will have the final say on what gets published.
- **Feedback loop:** Constructive feedback is important. It helps the agency refine its content to better match your brand's voice and goals.

Whether you choose to create content in-house or collaborate with an agency, the key is consistently producing high-quality content.

And once you have published several blog posts, don't forget to link them to each other.

Internal linking (with relevant anchor texts) is another important search ranking factor that helps search spiders crawl your site easily and discover more pages. Learn how internal linking helps SEO.

"You want to create value add content for the target audience. The content created for SEO should answer any and all questions your audience may have. There are times when a user may not even be aware of some pain points, and the content should be comprehensive enough to address that as well," says [Rambod Yadegar](#), President of HawkSEM.

"Ultimately, the content should position you as an industry thought leader and a 'go-to' for the topics or services you cover. This is a key part of modern SEO where brand recognition and reputation are important."

Want to work with an agency that's trusted by brands like Microsoft and Nike? [Get in touch with HawkSEM experts](#) today.

## 7. Build backlinks

[Backlinks](#) are links on other websites that lead to your site. They are the core of SEO principles.

High-quality backlinks show search engines your site is credible and authoritative, which helps improve your organic search rankings.

Here are some ways to acquire backlinks:



- **Guest blogging:** Write articles for other websites in your industry. In return, they usually allow you to include a link back to your site.
- **Link baiting:** Produce high-quality, shareable content. Engaging content like infographics, research studies, or in-depth guides naturally attracts backlinks.
- **Broken link building:** Look for broken links on relevant websites and pitch your content as a replacement. SEO tools like Ahrefs can help you find these opportunities.
- **Participate in industry discussions:** Actively engage in industry forums or comment sections of relevant blogs. Provide valuable insights and subtly include a link to your site.
- **Collaborations and partnerships:** Collaborate with relevant brands or influencers in your field for joint projects or endorsements, which can include backlinks to your site.

Remember, not all backlinks are created equal. The relevance and quality of the site linking to you matter a lot. A few high-quality backlinks from authoritative sites in your industry are more valuable than numerous low-quality links. So, spend your SEO efforts in the right direction.

Start by evaluating your existing backlink profile. How many sites are linking you? Are they of good quality? Should you disavow some based on lack of relevance? You can use GSC or Semrush to do this.

## 8. Monitor and improve

SEO isn't a one-time task but a continuous process of monitoring and improvement. Regular auditing is key to assessing various aspects of your website, including content quality, site speed, user experience, mobile responsiveness, and technical SEO elements.

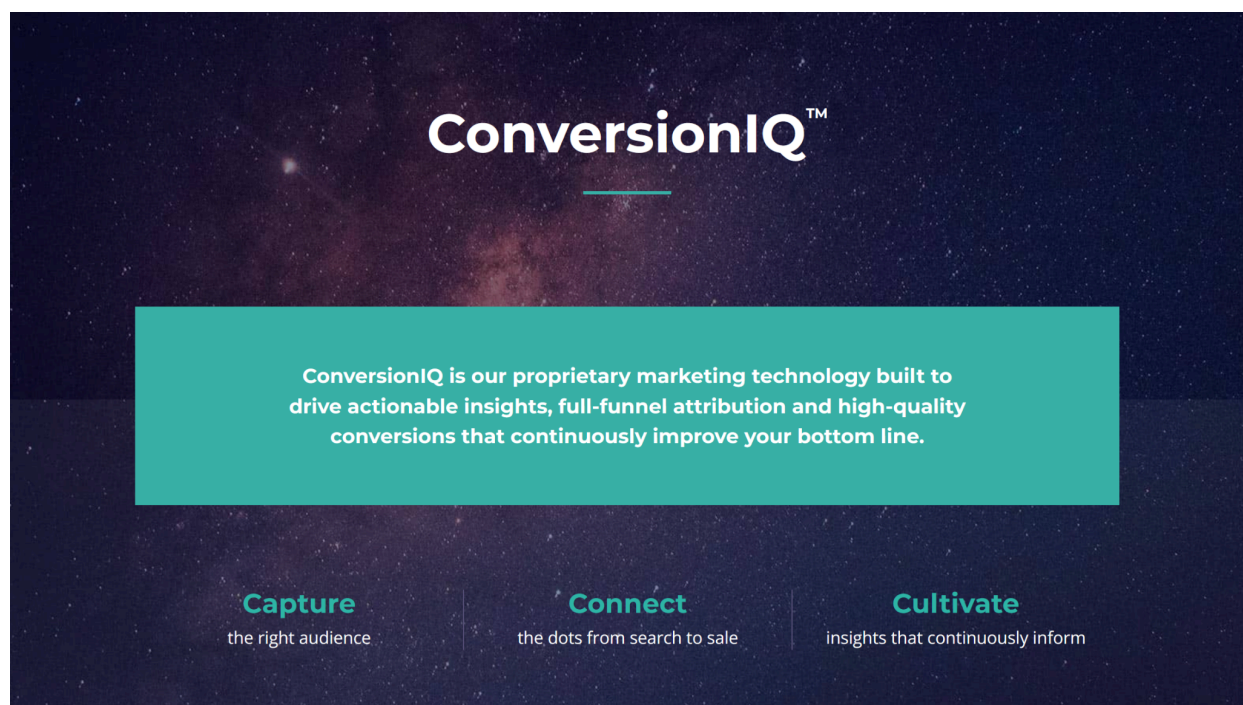
In these audits, you may uncover common issues like outdated content, slow-loading pages, broken links, or poor mobile optimization.

Based on your findings, take proactive steps to address these issues. This may involve updating or repurposing old content, optimizing images and scripts for faster loading times, fixing broken links, or making design changes for better mobile usability.

Regularly revisiting and refining your SEO strategy is key to maintaining and improving your site's search engine performance. And you can do this only by consistently monitoring your SEO performance.

So, keep an eye on Google Analytics. Regularly conduct [SEO audits](#) of your site. And take prompt steps to address optimization issues and boost SEO visibility.

At HawkSEM, we use [ConversionIQ](#) (CIQ) to track different parts of SEO at a more granular level. It's our proprietary tool that helps us keep an eye on every step of the buyer journey, enabling us with insights on what's working and what needs improvement.



**Alt-text:** ConversionIQ

"Clients stick with us because of our commitment to consistently high ROI. We go beyond a single-metric approach, which is quite prevalent with other SEO and marketing agencies. And ConversionIQ plays a difference-maker here," says Yadegar.

"The data we gain with CIQ helps us aggressively improve our SEO strategies. But that's not all. We also leverage that data with other aspects of digital marketing, including social media and PPC ads. This provides clients with holistic growth and faster results."

All [HawkSEM](#) clients get access to ConversionIQ. [Contact us](#) to know more.

## How to do SEO for website step-by-step: A quick checklist

Based on all the SEO steps for websites, here's a concise checklist you can follow:

- ☐ Identify relevant keywords through keyword research
- ☐ Analyze competitors' keywords to add to your own list
- ☐ Prioritize keywords based on relevance, search volume, and competition
- ☐ Integrate selected keywords into website content, meta tags, URLs, and image alt texts
- ☐ Implement technical SEO by improving site speed, ensuring mobile responsiveness, and SSL security
- ☐ Improve user experience by focusing on Core Web Vitals
- ☐ Create a content calendar based on keywords and audience pain points
- ☐ Consistently produce high-quality, relevant content aligned with your SEO strategy

- ☐ Acquire quality backlinks through guest blogging, broken link building, and industry collaborations
- ☐ Regularly monitor and update SEO strategies based on performance audits

## The takeaway

SEO is one of the best ways to drive [organic traffic](#) to your website.

But it has so many components that it can get overwhelming without a defined list of basic SEO steps for your website.

If you need help, get in touch with SEO experts at HawkSEM.

HawkSEM works with clients like Microsoft, Nike, Direct TV, and Honda, enabling their digital growth with data-driven strategies.

Our end-to-end SEO service has helped brands like [Moneta Group](#), a leading wealth management firm, increase organic keywords in the top 3 results by 164% and boost keyword portfolio by 326%.

[Book your free consultation](#) today, and let's devise an SEO strategy for your site that dominates Google and Bing.