The SEO Checklist

☐ **Course #1: Understanding the SEO Basics and Domain Authority**

☐ Find the domain authority of your website using [Moz's Free Domain Analysis tool](#)
☐ Download the free [Keywords Everywhere](#) Google Chrome Extension
☐ [Free 14 Day Trial](#) to SEMrush for keyword research

Your Domain Authority Score 👇

What is a good domain authority?

Domain Authority of...	Is typically these types of sites
0-30	Small businesses and start-ups
30-50	Small biz with strong digital or a big businesses with weak digital
50-60	Niche publishers, and brands with mature content programs
60-70	Daily blogs, enterprise, or major brands
70-90	Media companies, global brands
90-100	Digital giants

Source: Content Chemistry By Andy Crestodina

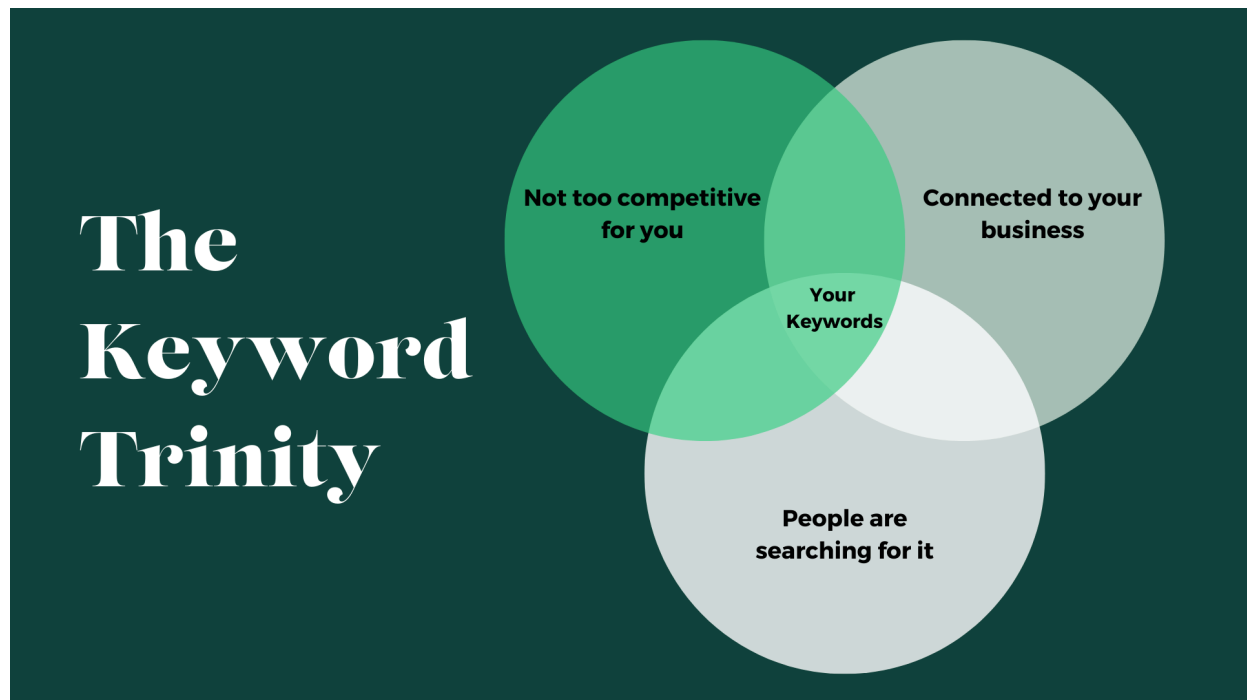## The Difference Between Product & Service Pages & Blog Posts

	Product or Service Pages	Blog Posts
Goal	Sell (generate qualified leads)	Teach (grow awareness, subscribers, links, etc)
SEO	Commercial Intent phrases ($)	Informational intent phrases (?)
Keyphrases	Primary	Secondary
Calls to Action (CTAs)	Buy, get in touch, schedule	Subscribe or download lead magnet
Also links to	Case studies, other services	Third party research, other blog posts, product or service pages
Doesn't have	Links to blog posts or other websites	Self promotional sales messages
Looking to	Buy	Learn

Source: Content Chemistry By Andy Crestodina

The Basics Of Creating Content For Google Vs. Humans

Google	Humans
Keyword Usage	Click Worthy Title
Long Enough	Scannable & Actually Helpful
High Enough Domain Authoirty	High Time On Page
Internal and External Linking	Visually Appealing

☐ Course #2 Find Your Keywords

The Keyword Trinity

Not too competitive for you

Connected to your business

Your Keywords

People are searching for it

Narrow down your keyphrases by looking at Google search results to ensure:

- ☐ The results are something you want to rank for
- ☐ Other webpages have optimized their page for it (use command or control F).
  - ☐ If other webpages have not optimized their page, meaning the URL and meta title doesn't contain your target keyword phrase, it will be easier to rank for.
- ☐ Your domain authority is within the range (The highest and lowest) of first-page search results

☐ Choose one brand keyphrase for your homepage:

It should have:
- ☐ The highest search volume
- ☐ Commercial intent

Enter Brand Keyphrase Here👇

☐ Choose 3+ Primary Keyphrases
- ☐ Must have commercial intent
- ☐ How many primary keyphrases depends on how many products or services you offer

Enter primary keyphrases here:
    1.

☐ Choose 52 Secondary Keyphrases
☐ Must have informational intent (This is what you will blog about)

Put secondary keyphrases here:
    1.

☐   **Course #3 Site Goals and Header Navigation**

☐ Create a primary goal.

What is the main thing you want someone to do on your website?

My website's primary goal is…

☐ Create a secondary goal

If someone doesn't achieve your primary goal, what free value-driven thing can you give them in exchange for their contact information?

My website's secondary goal is…
- *Ex. Download PDF guide*
- *Ex. Take Video Course*
- *Ex. Get A Checklist*

Site Route (Header Navigation)

☐ Create a Site Route to your primary goal

What are the other pages visitors will probably need to check out before they complete your primary goal?

Site route possibilities…
- *Ex: Home > My Work > Services > About > Book Now*
- *Ex. Home > Menu > Reviews > Order*

☐ Header Menu Navigation

What are the top menu navigation pages for your header? (No more than five and don't include "home")

1. Ex: *My work*
2. Ex: *Contact*
3. Ex. *Blog*
4. Ex. *About Me*
5. Ex. *Services*

Core Pages Of Your Website

☐   Course #4 Create a Contact page

The Perfect Contact Page

1. Scheduler and/or contact form
2. Expectation text
3. Non-prospect button
4. Address and phone number
5. Map or picture of location/you
6. Social proof (optional)

The Perfect Thank-You Page

1. Confirmation and expectation text
2. Lead magnet opt-in
3. Most popular content
4. Social media channels

Be sure to include the following elements:

☐ **A contact form or an embedded scheduler.**

☐ **Expectation setter text:** Let people know when they can expect to hear back from

☐ **Button for non-prospects:** Have a button for current customers or non-prospects to use to get in touch with you.

☐ **Frequently asked questions.**

☐ **Phone number and address**.

☐ **Picture of you or your building exterior.**

☐   Course #5 Create a Thank-You Page

This is the page people will be directed to after they submit a contact form or schedule with you. Be sure to include the following elements:

- ☐ **A genuine thank-you and a reminder of when they will hear from you.**
- ☐ **Newsletter or lead magnet sign-up.**
- ☐ **Links to your most popular content**
- ☐ **Social media icons:** so that they can connect with you in other places if they are interested.

☐ Course #6 Create Your Home Page and Your Product or Service Pages

The Perfect Home, Product, Or Service Page
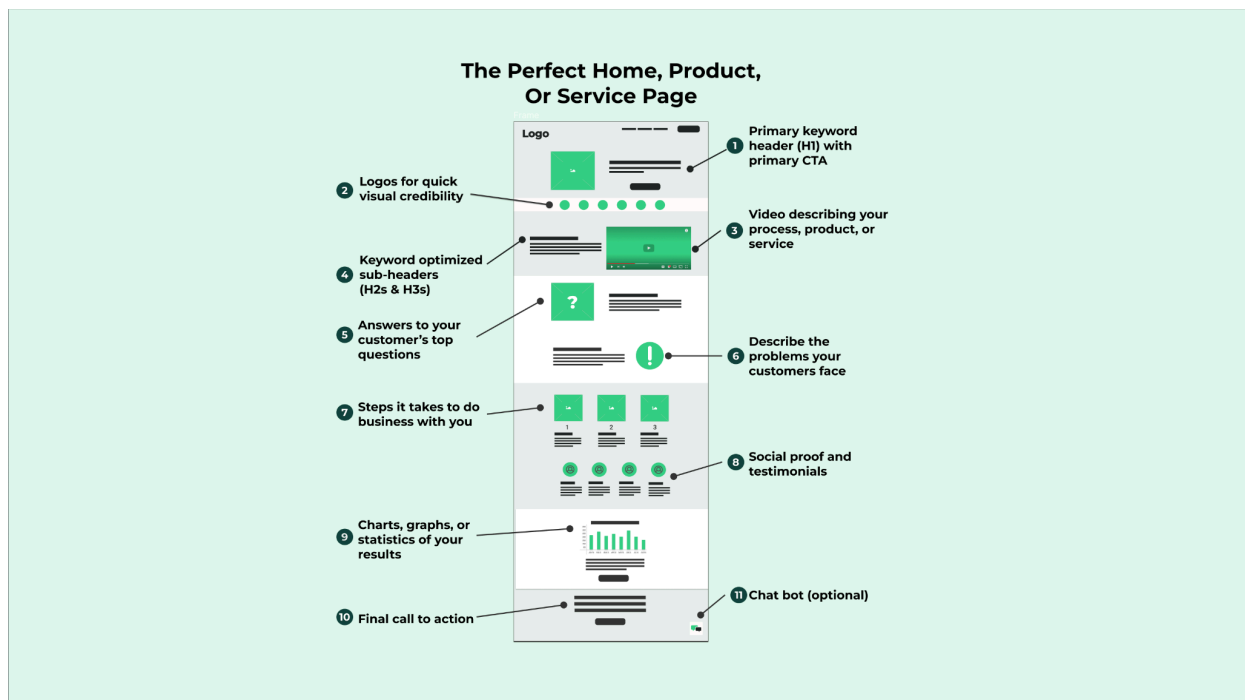
These are the pages where you convince people and sell your product or services. Be sure to include the following elements:

- ☐ **1. A primary keyphrase optimized header with your primary call to action button**
  - ☐ Below your header an explainer title is super helpful. Use this recipe to write yours:

☐ Who you help + how you help them + and the benefit you bring.

Examples:

Atlanta Fitness Coach

Helping dads in the Atlanta area lose weight to feel like themselves again.
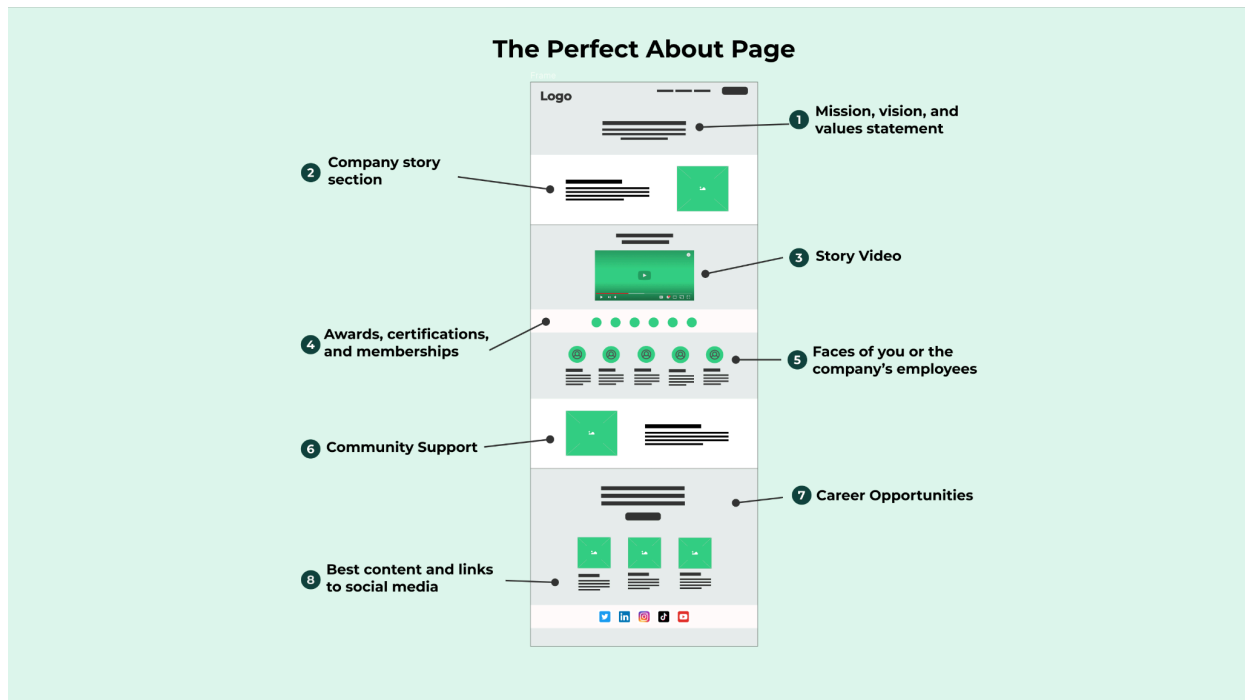>Schedule A Free Consulation<

B2B SAAS Social Media Management

Helping software businesses build their social media presence to grow revenue.
>Get A Social Media Audit<

☐ 2. **Quick visual credibility:** logos work best here. You can also use reviews from happy customers.
☐ 3. **A Video:** Add a short video that shows how your business works a customer testimonial
☐ 4. **Meaningful keyword-optimized subheaders also known as H2s.**
☐ 5. **Answers to your customer's top questions.**
☐ 6. **A problem section.** Think about the Physical, emotional, and philosophical problems that your customers have.
☐ 7. **A steps section:** Explain the process of working with your business in 3 steps.
☐ 8. **More social proof:** Include quotes or video testimonials, examples of your work, or images that show how you have gotten results.
☐ 9. **Truly helpful visuals** including:
    ☐ Pictures of you, your team, your physical location, your product, or your service in action
    ☐ Pictures of examples of work that you have done.
    ☐ Data and statistics through charts, graphs, or diagrams.
    ☐ Awards, badges, or certifications

- ☐ **10. A final call to action**
- ☐ **11. A chatbot**

☐ Course #7 Create Your About Page

The Perfect About Page

1 Mission, vision, and values statement
2 Company story section
3 Story Video
4 Awards, certifications, and memberships
5 Faces of you or the company's employees
6 Community Support
7 Career Opportunities
8 Best content and links to social media

- ☐ **1. A Mission, vision, and values statement**: use a "we believe" statement to show what makes you unique

Examples:

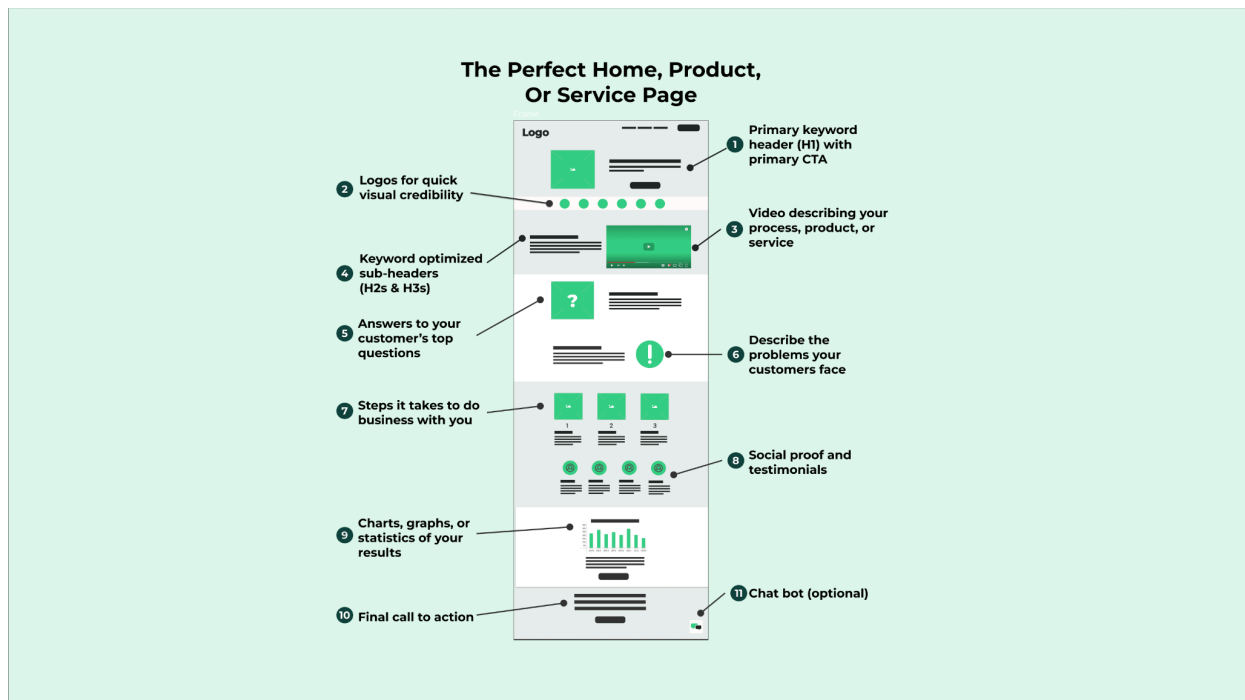*"We believe in accessibility because access to information is a human right."*

"I believe anyone can learn marketing if they have a teacher that can make it simple and fun."

- ☐ **2. A story section:** write a couple of sentences explaining any of the following:
    - ☐ Why are you in business?

- ☐ How did the business get started?
- ☐ How long have you been doing this?
- ☐ What motivates your team?
- ☐ Why does your business matter?

☐ **3. A Story video:** create a video that explains:
- ☐ What your customer wants
- ☐ What they need to do to get what they want
- ☐ The problems that most people encounter when trying to get what they want
- ☐ The unique solution that your business brings
- ☐ The three steps it takes to do business with you
- ☐ Your video call to action (Should be your primary and secondary goals)

☐ **4. Awards, certifications, memberships, and credentials**

☐ **5. Human faces of you and your team**

☐ **6. Community support, volunteering, and/or philanthropy your business does**

☐ **7. Job Openings**

☐ **8. Social networks and your most popular blog content**

☐ Course #8 Create Your Blog Page

The Perfect Home, Product, Or Service Page

- 1 Primary keyword header (H1) with primary CTA
- 2 Logos for quick visual credibility
- 3 Video describing your process, product, or service
- 4 Keyword optimized sub-headers (H2s & H3s)
- 5 Answers to your customer's top questions
- 6 Describe the problems your customers face
- 7 Steps it takes to do business with you
- 8 Social proof and testimonials
- 9 Charts, graphs, or statistics of your results
- 10 Final call to action
- 11 Chat bot (optional)

☐ 1. **A keyword-focused Heading one H1 (AKA title).** Use this formula:

☐ Target keyphrase + Colon + Number + promise

Examples:

Modular Content Marketing: 5 Steps To Creating Reusable Content
Conversion Rate Optimization: 7 Ways To Increase Conversion Rats By 529%
Social Media Books: 17 Must Read Books To Be A Smarter Marketer

☐ **2. Subheaders (H2s and H3s)**
☐ **3. Semantically related keywords**
☐ **4. Short paragraphs: 4 lines or less**
☐ **5. Bulleted and numbered lists**
☐ **6. A meaningful image at every scroll depth**
☐ **7. A featured image**
☐ **8. An email newsletter sign-up**
☐ **9. Social sharing buttons**

☐ **10. The face of the author, reviewer, or both**

☐ **11. Internal and external links**

    ☐ Internal links: links to your product service pages or other blog posts (should **<u>NOT</u>** open in a new tab)

    ☐ External links: links to other credible sources with high domain authority. (**<u>SHOULD</u>** open in a new tab)

☐ **12. Related articles**

☐ **13. Comments**

Create Blog Content

Use this checklist when creating new blog content OR download the reusable checklist <u>HERE.</u>

SEO Checklist	
☐ **Title tag**	Includes target keyphrase at the beginning. Keep under 55 characters if possible
☐ **URL**	Short and simple URL that contains target keyphrase without numbers or special characters
☐ **Meta description**	Simple summary of the article. Include the target keyphrase at least once. Under 155 characters.
☐ **Keyphrase usage**	The target keyphrase appears in the body of the article between two and five times
☐ **Use of semantically related keywords**	Use of keywords commonly used when talking about target keyphrase use as the "people also

	ask" or "related searches" of Google search results.
☐ **Title**	Headline (h1 header) includes the target keyphrase at the beginning
	Includes a number if possible Includes benefit
	Target keyphrase + colon + number + benefit
	Ex. Keyword Research: 6 Steps To Climbing In Search Engines
On-Page SEO Checklist	
☐ **Featured image**	Landscape orientation (wide image) Interesting and eye-catching
☐ **Subheaders**	Each section of the article begins with a clear subheader (h2)
☐ **Lists**	Includes bulleted and numbered list to make content easy to scan
☐ **Formatting**	Short paragraphs (4 lines maximum) and includes bolding and italics to for key points.
☐ **Internal links**	Include links from other articles. Add a link from the current articles to past articles too. Does not open in a new window.
☐ **External links**	Links to authoritative research, studies, or data. The link opens in a new window.
☐ **Call to action**	Opportunities for readers to

	download a lead magnet, share, comment, or subscribe.
☐ **Author box**	Image of author's face, brief bio, link to the bio page and preferred social media handles.

Additional Media Checklist

☐ **Secondary images**	A helpful or value-adding image at every scroll depth. An image is always visible on the page.
☐ **Video**	Embedded video at the top of the article
☐ **Audio**	Embedded podcast at the top of the article
☐ **Social sharing buttons**	Buttons that make it simple for reader to share on social media networks or email.

Content Promotion Checklist

☐ **Quote contributor**	Get 3 quote contributors for the article.
☐ **Notify the quote contributor**	Let each contributor know when the post is live and share the link so that they can share it with their audience on social media too.
☐ **Promote on social media**	Share your content on the social media platforms your target audience is active on.
☐ **Share with your email list**	Share your content with your email list.

Course #9 Local SEO

☐ **Create a Google Business Profile (GMB)**
☐ Optimize your business profile
    ☐ 1) **Fill out your basic profile completely.** Be sure your N.A.P. (name, address, and phone number) are consistent wherever you list them.
    ☐ 2) **Add reviews.** Get 10 reviews as quickly as possible and try to get 50 within the year.

Use this template when reaching out to people for reviews:

Subject Line: This would mean the world to me…

Hey [THEIR NAME]

I was wondering if you would be open to taking a minute or two and leaving me
a Google review for my business.

It helps people find my [product or service], and it would personally mean the world to me. 👇
[Google Review Link]

Thanks so much,
[Your Name]

    ☐ 3) **Add photos**. Start out with 10 and add one a week going forward.
    ☐ 4) **Create keyword-optimized product or service listings.**
    ☐ 5) **Add a scheduler to your profile.**
    ☐ 6) **Create posts**. Shoot for 1-3 a week.
    ☐ 7) **Create questions and answers.** Start out with 10 and then create 1 a week.

☐ **Create Local SEO Product/Service or Blog pages** for each of your local keywords. These keywords will include the area that you are trying to rank for.
    Example: _**Denver**_ Yoga Therapy

☐ **Sign up for directories.** Type in each of the product/service page keywords you are trying to rank for and sign up for any directory that shows up on the first page of search results.

Course #10: Promote Your Content

☐ **1. Get quote contributors for your blog posts.** Reach out to an expert in the topic you are writing about via email or LinkedIn using the following template:

SUBJECT LINE: Quote Contributor For An Article?

Hey [THEIR NAME],

I am finishing up a blog post on [BLOG POST TOPIC] and was wondering if you would be a quote contributor on the topic. I would love to know your thoughts on:

- [QUESTION ONE]
- [QUESTION TWO]
- [QUESTION THREE]

If you are open to it, please share your quote, your headshot, and the URL of the website you would like me to link back to.

I am hoping to post this on [DATE POST WILL GO LIVE].
Hope to hear from you soon,
[YOUR NAME]

☐ Include the quotes in your post, along with their headshot, and a link to their website or business

☐ Notify the quote contributor when the post is live so that they can share with their audience as needed. Use the following template:

SUBJECT LINE: The Post Is Live

Hey [THEIR NAME],

Thank you so much for your quote contribution, it added that expert touch.
You can see the live article HERE.

Please feel free to share it with your audience as you see fit.

Thanks again,
[YOUR NAME]

☐ **2. Share your content on social media.** Be sure to tag any quote contributors too to make it even easier for them to share.

☐ **3. Share your content with your email list.**

Course #11: What If My Domain Authority Is Zero? Quick Win Backlinks.

☐ 1. Use a press release from Brand Featured.

☐ 2. Sign up for directories and your local chamber of commerce.

☐ 3. Create testimonials for brands that you use in exchange for a link.

☐ 4. Start a podcast or be a guest on a podcast.

☐ 5. Guest blogging
    ☐ Only reach out to people that you have first provided value to in some way.

Course #12: How Long Does It Take For SEO To Work?

How Long Does It Take For SEO To Work?

Result	Time Frame
Crawled	1-2 hours
Indexed	1-2 Days
Rank for your brand name	1 Week
Rank for low-competition or local SEO phrases	3-6 Months
Rank for high-competition phrases	2-3 Years

Course #13: How To Create A Brandscript

1. State your company name and the desire your customer is looking for.

Template: At [X] we know that you want [Y].

Example: At Quiptu, we know that you want to travel AND enjoy outdoor adventures while you do it.

Put your answer here...

2. State the things the customer needs to achieve the goal.

Template: In order to do that you need [Z]

Example: In order to do this, you need the proper gear for that adventure.

Put your answer here…

3. State their social, emotional, and philosophical pain point.

Template:

> The problem is [state the physical problem]
> Which makes you feel [state the emotional problem]
> You believe [X] [Should or Shouldn't] be [Y]

Example:

> The problem is that outdoor gear is expensive, challenging to travel with, and can be hard to store. This can be frustrating, making you feel like the most exciting outdoor activities are out of reach. We believe everybody should have the opportunity to experience the best that

nature has to offer.

4. Introduce Your Solution

Template: This is why I/we do [state your solution]

Example: That is why we created Quiptu, a platform that allows you to RENT outdoor adventure gear from the people who know it best.

5. Give three steps it takes to do business with you

Template:

Here is how it works:

First, we do [X]

Then we do [Y]
Last, we do [Z]

Example:

Here is how it works,

First, owners list their gear like bikes, kayaks, camping sets, and more.
Then, you can search for the perfect gear, when and where you need it.
Last, you can pick up the gear or have it delivered to the site of your adventure.

All on our platform.

Put your answer here...

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6. Revisit the pain point and compare it with your solution

Template: *Don't do [X], Instead do [Y]*

Example: Don't spend your money on expensive outdoor gear that is going to sit in your garage most of the year. Instead, focus on the adventure and let the owners on Quiptu hook you with the right equipment for your next outing.

Put your answer here...

7. Give a call to action also known as a CTA

Template:

Here is what to do next:

> Do [X]
> Or/Then/And do [Y]

Example:

> Here is what to do next, go to <u>Quiptu.com</u> and search for the outdoor gear you've always wanted to try in a place you've always wanted to go.

Put your answer here...

8. Help them imagine what it's like to do business with you

Here, it is important to use descriptive sensory words that allow someone to feel or imagine what it is like to do business with you.

Sell the destination here, not the journey.

If someone can visualize being your customer and being happy, then you are more likely to become a customer.

Template: *Imagine [X].*

Example: Imagine, breathing the fresh air of nature and feeling the warm sun on your face as you explore a completely new area in a completely new way.

That's the power of using Quiptu.

Put your answer here…

Final Brandscript

Copy and paste the different sections of your brandscript together here in order and say it out loud…