

# SEO Checklist Guide:

## A Search Engine Optimization Guide for Site Owners

### What is SEO and why is it important?

Search engine optimization (SEO) is equal parts art and science of getting pages on your website discovered and listed by search engines - primarily Google, Bing, and yes Yahoo. Keep in mind SEO isn't just about getting traffic, or better positioning on search engines, it's also about building or strengthening brand awareness across all platforms.

We need to use SEO tactics based on the rules that are set by each of the search engines, which can be tricky since these rules change quickly and often (Google adjusts their algorithm an average of 10 times per day!). More and more, search engines are looking for content that defines a site's topic authority and relevance in order to rank well.

Having a strong SEO strategy will help strengthen your brand awareness, increase your site traffic and will affect all levels of your marketing channels.

Using this document will help guide you through the rules that have been created by search engine owners that define what makes a website good (or better).

It is important to understand that it is equally important to design your SEO strategy for both search engines and for site visitors. Not all practices affect your SEO score, but affect your site attractiveness for the user. For example, strengthening the page title is a primary search engine tactic and directly affects your score, while meta descriptions have no value in your search engine score, however a strong description can lead to more clicks from users which helps build authority.

### How to use this guide.

This guide breaks out tactics and explains each one and how to modify it, based on the type of SEO tactic. Use this guide when completing your SEO Checklist.

Each tactic lists a number of tools that can help find issues, but not every tool is needed in each scenario - find the one you prefer (some are paid, some are free with limitations). The list does not mention all of the tools available, these are simply some the most popular tools used by the SEO community. If there is one that you use and think should be included in this document, please let me know!

There are 4 pillars to SEO explained below, the guide breaks elements down further in terms of Basic, Intermediate and Advanced. Use the checklist to track your progress - you probably won't need to apply every advanced tactic to your site, every site has slightly different needs and objectives, so review the list and use your judgement (or ask!) to decide what implement.

## 1. Technical SEO

How well your site can be indexed by search engines (the bigger the site, the more important this is!) Generally, technical SEO is more involved when using a custom solution. Template sites, such as WordPress or Wix have most of these tactics built in.

- **mobile first design**; Google only indexes the mobile version of websites, 60% of all searches are performed on mobile devices (Travel Manitoba traffic is over 70%)
- **load speed**; statistically users will begin to abandon a site if it takes longer than 2 seconds to load, search engines favour faster load times and will score fast sites higher
- **crawlability** (robots.txt, sitemap); how easy is it for a search engine to discover pages within a site - a concise robots.txt file and clear sitemap will help search engines find content within your site, and to determine which pages should not be indexed
- **site architecture**; part of "crawlability", but also affects your site visitors. A confusing site architecture will cause visitors to leave as well as negatively affect your search ranking
- **meta data**; these give search engines clear instructions on how to index the content on a page
- **Security**; search engines, and browsers, favour sites with a valid security certificate (indicated with https)

## 2. On-site SEO

Optimizing your site content for discovery on search engines. There are elements here that could also be defined as Technical SEO, and should all be taken into consideration during site development.

- **URLs**; make sure your page URLs are simple and relevant to the content on the page
- **Page titles**; use relevant keywords, including your business name, and maintain a consistent format throughout the site
- **Alternative text**; ensure all images and graphics have descriptive alternative text, also a requirement for accessibility
- **Internal links**; link to your own content from within your copy, make it easy for users and search engines to click through to other pages

- **Meta descriptions;** clear and concise description of what is on the page - this is the snippet that users will see in search results
- **Content optimization;** write compelling content that resonates with your target audience and accurately reflects what you do; be clear about what you do; be clear about your location
- **User experience (UX)** - navigation, interactive elements, and design features all work together in a logical and easy to use manner
- **Structured data/schema;** this is an additional layer of coding that gives search engines an even clearer idea of what is expected on the page. Only pages using these snippets can be displayed in special results positions on Google (e.g. position “0”, FAQs, movie times)
- **Calls-To-Action;** make sure your site uses clear calls-to-action so that visitors know what to do next.
- **Keyword research;** know your audience and how they search, find the phrases that will get your pages to appear in search results

### 3. Content

As the old adage goes, “Content is King”. Create strong, high quality content that will answer the questions your visitors had when starting their search. Without great content, all your efforts in the first two pillars are lost. Avoid weak, thin content.

- **Service Content;** What you do and where
- **Credibility;** why are you the expert in your field? These are the things that you do that support your claims. Generally, outlined in long form blog articles
- **Marketing Content;** content that positions you as an expert and an authoritative voice within your field.

### 4. Off-site SEO

Build and strengthen your authority across all your media platforms both owned and earned

- **Backlinks;** This is one of the most important aspects of SEO, and one of the trickiest to develop. Build an effective and safe link strategy. Remember: quality over quantity
  - **Google My Business/Google Maps;** make sure you “own” your business in Google Maps, and keep all of your content up-to-date. And respond to all comments in an open-minded and professional manner.
  - **Social Media;** employ the same SEO tactics on your social media as you have on your web site (keywords, relevance, tone)
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## SEO Essentials

These are the essential tactics to employ when you are developing a new website, have just launched your website or have never considered any form of SEO or search strategy with an existing site.

Many of these tools might be included with your site, or are available as a third-party widget, depending on how you've developed your website. For example, WordPress has many of these tools integrated or available as a widget to help make your site successful.

For many of the tools, Google's being the exception (for the most part), there are other options to choose from. The list below contains the main tools used by the SEO industry.

### **Set up Google Search Console (GSC)**

Technical SEO

Tools Needed: [Google Search Console](#)

Google Search Console is a must-have tool when monitoring and addressing any indexing issues, including site traffic, page load, script errors and speed.

Use GSC to optimize your site and keep it healthy specifically for Google Search.

### **Set up Bing Webmaster Tools (BWT)**

Technical SEO

Tools Needed: [Bing Webmaster Tools](#)

Not to be ignored, Bing Webmaster Tools mirrors Google Search Console to help maintain the health of your site and how it appears in Bing Search.

### **Set Up Google Tag Manager (GTM)**

Technical SEO

Tools Needed: [Google Tag Manager](#)

Google Tag Manager is used to place and store all of the tags, pixels and any other repeated code that you will use on your website. It helps streamline your site code by requiring only the container code to be placed on your site. The rest of the code snippets and tags that you use are stored in your GTM account.

NOTE: Using GTM is not essential to your toolkit, and requires some intermediate understanding of coding, but it does help streamline managing a more robust marketing plan that includes more than just an analytics suite.

## **Set up Google Analytics**

Technical SEO

Tools Needed: [Google Analytics](#)

If you haven't already, you'll need to set up Google Analytics (or some analytics suite) to track your traffic and the health of your website. You can either embed the snippet on directly in the code for your website, or you can implement it in your Google Tag Manager account.

Don't just look at your number of visitors, but also keep an eye on Time On Page, Bounce Rate and Pages Per Session (for starters).

## **Generate/create and submit XML sitemap**

Technical SEO

Tools Needed: [Screaming Frog](#) (up to 500 URLs), [XML-Sitemaps.com](#), GSC, BWT

Google, and other search engines, needs to know what pages are in your site and needs a way to find them before your site can be fully indexed. Submitting an XML sitemap, or including it in your robots.txt file will give search engines the roadmap they need.

First, you will need to generate a sitemap. There are many sites that can produce a sitemap for you, the two above are well respected.

Second, you must submit your sitemap to Google using Google Search Console using the [Search Console Sitemaps](#) report, and to Bing using the Sitemap tool within [Bing Webmaster Tools](#)

## **Index website**

Technical SEO

Tools Needed: Google Search Console/Google, Bing Webmaster Tools/Bing

It is important to make sure that your pages are getting listed in search engines. There are two ways of doing this:

1. In either Google or Bing, search "site:yourdomain.com" and it will return every page that is indexed by the search engine, including subdomains. You will see the number of results at the top of the page, if the number seems low, you might have some issues.

If you are looking for a specific page to confirm that it is indexed, search "site:yourdomain.com/specific-page/". If there are no results, it isn't indexed.

2. In GSC or BWT, use the "Coverage" tab to see how many pages are indexed. If the number is low or zero, then you have an issue.

To check on a specific page, use the “URL Inspector” tool. Enter the URL you are looking for to check its status. You can request indexing from this result, if necessary.

If you are seeing indexing issues, there are a number of places you can check for errors:

- Are URI's being blocked by your robots.txt file?
- Are you using any “noindex” tags on links within your site (remove them)?
- Update your sitemap.
- Is the page orphaned? (There's no navigation, or internal link to follow to that page)
- Does the page have weak or thin content? Is it of value? Rebuild the page with more well written content, or remove it if it is of low value.

## **Security (SSL)**

Technical SEO

Tools Needed: [Let's Encrypt](#), [SSL Comodo](#), [Cloudflare](#), [SSL For Free](#), [GoGetSSL](#), [Instant SSL](#)

Ensuring your site is secure just makes sense: search engines and browsers prioritize secure sites, and it builds trust with your users.

There are varying levels off SSL certification, and some can be quite costly. Fortunately, there are some free options (generally need to be renewed every 3 months) and others that are available at a low annual cost.

Before purchasing anything, check with your CMS provider, or domain provider to see if they offer any type of SSL product. For example HubSpot and GoDaddy both have SSL solutions as part of their product line.

## **Build Toolset to Measure & Monitor SEO**

Technical SEO

Tools Needed: Choose from the tools found in this document.

Every site owner should have at least a handful of SEO tools to help monitor their site health, over and above the tools that have already been mentioned. It's the only way to know how well your site is performing, and how to get it to perform better. Following or at least bookmarking some SEO blogs will also help stay up to date on what is happening in the search engine optimisation universe.

## **Install SEO tools/widgets (if using WordPress)**

Technical SEO

Tools Needed: WordPress

The following tools will help ensure your WordPress site is positioned to succeed by helping you optimize your site.

Yoast SEO  
All in One SEO Pack  
Google XML Sitemaps  
Google AnalyticsW# Total Cache

## **Google Maps/ Google My Business**

Off-Site SEO

Tools Needed: [Google My Business](#)

Increasing your credibility as a business starts with being transparent about who you are. Creating and managing your business on Google, even if you don't have a storefront, is essential to increasing your SEO score. It also ensures that no comments go unanswered, and all of your information is accurate.

Having your GMB set up also boosts your chances of ranking better in Local Search.

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## Beginner

### **Meta Description**

Technical SEO

Tools Needed: [Screaming Frog](#), [SiteImprove](#), [Ahrefs](#)

Fix missing, duplicate or too long/short descriptions. Every page should have a description. Although Meta Descriptions are no longer part of your site score, they weigh heavily in user experience - the description is included in the listing on search results.

If you don't have a unique and compelling description users might not click on your pages in the SERPs.

### **Page title**

On-site SEO

Tools Needed: [Screaming Frog](#), [SiteImprove](#), [Ahrefs](#), [SEMRush](#)

Page title is the search engine's first introduction to your content. Relevancy begins here.

Check for missing, duplicate titles, ensure all align with chosen format using keywords for that page. Duplicate or missing page titles, inaccurate page titles might be overlooked by search engines and not included on SERPs.

## **Page title**

On-site SEO

Tools Needed: [SEMRush](#), [Ahrefs](#), Screaming Frog, SiteImprove

Create compelling titles, avoid "power words", don't be clickbait-y. Use the tools to check your overall projected page score.

## **Heading tags (pt. 1)**

On-site SEO

Tools Needed: [Screaming Frog](#), [SiteImprove](#), [Ahrefs](#)

Find and fix all multiple on-page <H1> tags - remember, the H1 tag should only occur once per page, then cascade the rest of your headings in an easy to follow format.

## **Heading tags (pt. 2)**

On-site SEO

Tools Needed: [Screaming Frog](#), [SiteImprove](#), [Ahrefs](#)

Ensure a logical heading format (H1, H2, H3, etc.), this will lend clarity to your content and ensure that users and search engines will understand where important content blocks begin. Google could use your heading tags as indicators for content snippets to potentially be placed in the Featured Snippet section on the SERPs.

## **Image alt text**

On-site SEO

Tools Needed: [Screaming Frog](#), [SiteImprove](#), [Ahrefs](#)

Find and fix all images with missing or incorrect alt text.

Ensure that all of your images have Alt Text.

This is important on a number of levels. This is the copy that appears if an image doesn't load, so it should be descriptive of what the image is without being too lengthy. Without it, Google deems the page to be incomplete.

It is used by screen readers used by the visually impaired.

Search engines also use this data to match page relevancy, in image search and visual search results.

In addition to alt text, your image filename should also reflect what the image content is, should be unique and definitely shouldn't be the default filename from your camera (also avoid sequencing naming, e.g. photo-01, photo-02, etc.).



## **Spelling**

On-site SEO

Tools Needed: SiteImprove

Check for and fix spelling mistakes across your site, ensure that you follow a content policy - always spell the same word the same way across your site (think US english vs. GB/Can). This will support your expertise and clarity in your content with your site visitors and the search engines.

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## **Intermediate**

### **Site Structure**

Technical SEO

Tools Needed: [Google Search Console](#), [Bing Webmaster Tools](#), [Google Analytics](#)

Use GSC or GWT to find where there might be failures in your site structure - if the pages in a full section or sub-folder aren't indexed, your structure might be the issue. You will also see lower traffic when reviewing your full site statistics in Google Analytics.

If your pages can't be found in a simple, logical navigation structure, then some of your pages might get overlooked by search engine's and thus won't be listed on the SERP's.

### **Page Speed 1: Image size**

Technical SEO

Tools Needed: [Lighthouse](#) (to test and identify), [Photoshop](#), [GIMP](#), [tinyjpg.com](#), [tinypng.com](#)

Optimize images for page speed (reduce file size). Images can boost your visitor retention, so make them as beautiful as you can, but make sure you manage the file size. A web page bloated with too many images, or worse, too big, then your site will be penalized for being too slow.

There are many tools and many ways to manage your file size.

### **Test For Mobile Friendly**

Technical SEO

Tools Needed: [Lighthouse](#), [Google Search Console](#), [Google Mobile-Friendly Test](#), [Bing Mobile Friendliness Test Tool](#)

Ensure your site loads properly on mobile devices, fix any issues that are highlighted. This generally relates to load speed, making sure the site fits the viewport and can adjust to multiple device screens, is readable and is easy to interact with.

## **Find & Fix Broken Links**

Technical SEO

Tools Needed: [Screaming Frog](#), [SiteImprove](#), [Ahrefs](#), [Website Link Analyzer](#), [SEO Review Tool](#)

Broken links will get you penalized with search engines. It will also ruin your user experience, and you will potentially lose visitors as a result. Find all of your external broken links and fix them.

## **Keywords 1**

On-site SEO

Tools Needed: [Ahrefs](#), [SEMRush](#), [Moz Keyword Explorer](#), [Ubersuggest](#), [WordStreams Keyword Tool](#), Suggested search (in Google/Bing), [Also Asked](#), [Answer the Public](#)

Identify your competitive keywords, find semantic variations, find longtail variations. This should be phase one of your content strategy - don't update any content until you nailed down your keywords!

This exercise will confirm who your audience is, what their search habits are, help you understand their intent and help build your content strategy accordingly.

If you have an existing site, use keyword research to strengthen your content - There's really never a bad time to do keyword research.

This exercise will also help you avoid keywords that are too generic or too highly competitive, and target other keywords that will be more attainable to rank for.

## **Content Optimization**

On-site SEO

Tools Needed: [Ahrefs](#), [SEMRush](#), [Yoast SEO](#)

Write clear, compelling content for your target audience.

- Stick to the Golden Rule: Write for the audience, then for the search engines.  
Make your content flow naturally, don't try to force your keywords or keyphrases in an effort to reach that optimal target - Remember, Search Engines understand semantics.
- Use high quality, original images and videos
- Limit using javascript inclusions (E.g. Crowdriff), these can slow your website down

- Be aware of User Intent - what is the goal of the user? What question do they want answered?

## **Content Readability**

On-site SEO

Tools Needed: [Ahrefs](#), [SEMRush](#), [SiteImprove](#), [Yoast SEO](#), [Grammarly](#)

Ensure your content is written at the level of your target audience

Part of the audience research you do using SEMRush, Ahrefs, or Ubersuggest you'll learn the expected reading level of what you should be targeting. On average, it's still at a highschool level.

Make content easy to consume; use bullet points, break up long paragraphs, use headings strategically (using keywords)

Make sure there are no spelling mistakes. Be consistent with your spelling (e.g. UK vs. USA english)

## **Content: Long form**

On-site SEO

Tools Needed: [Ahrefs](#), [SEMRush](#), [Yoast SEO](#)

Longer content entries tend to rank better, and lend themselves more readily to Google. Use the tactics above to break content into easy to consume chunks, define new content areas - these are picked up by Google and can be used in Featured Snippets (e.g. Google Passage Ranking).

## **Duplicate Content**

On-site SEO

Tools Needed: [Ahrefs](#), [SEMRush](#), [SiteImprove](#), [Yoast SEO](#)

Check your site for duplicate content and remove or update pages. Google no longer penalizes for duplicate content, however it will pick the page that it feels is most relevant. The duplicate page, though it should be different, won't show up in SERP's.

## **Update outdated content**

On-site SEO

Tools Needed: CMS & Content Audit

Reformat old content that used to rank (or doesn't, but you want it to) - perform a search for the target keyword and see what people are actually wanting to find.

Review your old content and decide what needs to be updated, kept or deleted. This will improve your relevance and search engines like new content!

## **Visual Content**

On-site SEO

Tools Needed: hire photographer/videographer, graphic designer to help, or create the content yourself, if you have the skillset

Create and include visual content (graphics, images that support the on-page content). Keep the file size low, but quality high. Make sure that the content strongly reflects what the page is about.

## **Canonical URL's**

On-site SEO

Tools Needed: CMS, Web developer, [Google Search Console](#), [Bing Webmaster Tools](#)

Identify canonical url's to avoid confusing the search engines, and risking the wrong version being listed.

These are usually the base url for each of your pages (e.g. [www.sitename.com/things-to-do/](http://www.sitename.com/things-to-do/)).

Often ad campaigns, dynamic links and searches can truncate extra information onto your URLs, make it easy for the search engines to know which one you actually want to get indexed and served. (This also helps when reviewing your site statistics).

## **Clean URL's**

On-site SEO

Tools Needed: CMS, Web developer

Use keyword rich URL's that match the page name and content keywords try to keep the URL short.

If updating a website, make sure that you use **301 redirects** if you are changing any of your old URL's.

## **Internal Linking**

On-site SEO

Tools Needed: [Ahrefs](#), [SEMRush](#), [Website Link Analyzer](#), [SEO Review Tool](#), [SiteImprove](#)

Make it easy for search engines, bots/spiders and users to move through your site to find all of your content.

Make sure that there are no broken links within your sitemap.

Use breadcrumb navigation. Link to your own content pages from within your content.

## **Optimize Podcasts**

On-site SEO

Tools Needed: Your podcast platform, transcription services, or manually transcribe

Create a transcript and use it in a blog post. Follow standard SEO practices: introduction, headings/subheadings, visuals, links, comments, etc. and of course, don't forget to link to your podcast.

## **Social Media 1**

Off-Site SEO

Tools Needed: [Youtube](#), [Instagram](#), [Facebook](#), [Twitter](#), [TikTok](#), etc.

Align all platforms with your site SEO strategy to maintain continuity, clarity and brand recognition; e.g. use the same keywords and tone in titles, descriptions, snippets, comments. Pay attention to your audience - you might not need to be on all platforms. Find out where your audience is, then focus on developing a strategy for that one first.

## **Social Media 2: Optimize YouTube**

Off-Site SEO

Tools Needed: [TubeBuddy](#)

YouTube is the second biggest search engine, so it's important to have strong SEO strategy to get your video's found.

Including video on your site will help reduce bounce rates and increase your Time On Site.

Format videos into sections (when applicable; what, why, where, when, how, benefits, CTA, etc.)

Use your keywords in Title, Keywords and Tags

Provide a transcript when including your video on one of your web pages.

Embed your videos into your content, especially your blog.

## **Domain Authority 1**

Content

Tools Needed: CMS, [Google My Business](#)

Ensure business name, location, about page, contact, privacy policy & terms of service are easy to find. This is all part of E-A-T ranking, transparency and trust.

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## **Advanced**

### **Keywords 2: Understand Search Intent**

Technical SEO

Tools Needed: [Google](#), [Bing](#)

Understand what people are searching for when using certain keywords to do this, you will have to perform the search and review the results. For example, are they looking for a product (where

to buy red shoes), or are they looking for information (how to clean red shoes). Pay attention to the content presentation - for example is it a top 10 list, or a long form essay.

Optimize your content for those results, or adjust your proposed content to match.

### **Robots.txt**

Technical SEO

Tools Needed: Consult your webmaster or web developer

The robots.txt file is used by search engines, bots and spiders to let them know what content they should be accessing, and which they shouldn't.

If you notice that none of your pages are being indexed, this is the first place you should check!

### **Redirects (301)**

Technical SEO

Tools Needed: Consult your webmaster or web developer

Ensure all updated URL's are correctly using 301 redirects, update any 404 errors to redirect to the appropriate page.

When updating your site navigation or architecture, make sure that all of your links are still active. This way the search engines know where the new version is, and don't think that your site is a broken mess. This will also support any of your backlinking efforts - it will be helpful to go to those other sites and have them update their links, but if you miss any, then there won't be any problems.

You will also gain the benefit of maintaining any status that the old page had and will be transferred to the new page.

### **Minify Scripts**

Technical SEO

Tools Needed: Consult your webmaster or web developer

The file size and number of scripts that run on your pages will affect your page load speed. This includes CSS files, any includes, and javascript. Minifying your scripts will help keep your site loading quickly.

### **Browser Caching**

Technical SEO

Tools Needed: Consult your webmaster or web developer

Browser caching allows your visitors browser to temporarily store files within the browser. This is particularly helpful making your site load more quickly when you have return visitors.

### **Lazy Load**

Technical SEO

Tools Needed: Consult your webmaster or web developer

Lazy loading images and content will help speed up your site load. Essentially, you are telling the browser to only partially load content pieces that aren't above the fold. Once the user starts to scroll, the content will finish loading.

### **Prioritize site versions** (www.yourdomain.com vs. yourdomain.com)

Technical SEO

Tools Needed: [Google Search Console](#), [Bing Webmaster Tools](#)

Ensure that the search engines know which version of your site they should be indexing. For example, if you use [www.yourdomain.com](#) in all of your marketing material, it makes sense that you'd want that to be your preferred site version. Use a redirect to point the non-www version back to the www version.

It's important to note that search engines see www and non-www versions as separate sites, so get the right one indexed, so choose one and go with it!

### **Page Speed 2** : Core Web Vitals

Technical SEO

Tools Needed: [Google Search Console](#), [GTMetrix](#), [Pingdom Website Speed Test](#), [Google Page Speed Insights](#)

Review pages with poor scores and fix page issues. Issues can be from images, custom fonts or lack of using a CDN. You will likely want to consult your web developer to help you fix some of the issues that you find.

### **Keywords 3:** Gap analysis

On-site SEO

Tools Needed: [SEMRush](#), [Yoast SEO](#), [Ahrefs](#), [Ubersuggest](#), [Moz Keyword Explorer](#)

Perform a gap analysis and find where your keywords are working and where they aren't.

You can also include a competitive analysis to see what your competitors are doing to help find new opportunities.

### **Keywords 4:** Rich Snippets/Schema/Structured Data

On-site SEO

Tools Needed: [Ahrefs](#), [SEMRush](#), [schema.org](#)

Optimize key pages for Featured Snippets (position "0"); keyword research on what you rank for & keywords that have a Featured Snippet (if you don't already rank for a search term, you won't be placed in Feature Snippet.)

Use schema and structured data to help search engines identify what some of the elements are trying to identify

You will need assistance from your web developer to help update some of your content with specific schema code that matches your content objectives.

There are a lot of opportunities to introduce schema or structured data, for example:

- Events
- Products
- Recipes
- Reviews
- Videos
- Books
- Faqs
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### **Content: Google Passage Ranking**

On-site SEO

Tools Needed: CMS

Organize on-page content into semi-dependent sections using H3 tags. This helps search engines identify different sections of your content, and works best on long form content pages. It's almost like treating each section as a mini webpage within the page.

### **Keywords 5: Keyword Cannibalization**

On-site SEO

Tools Needed: [Google Search Console](#), [Google Analytics](#), [Google Search](#), [Bing Search](#)

Keyword cannibalization is when you have more than one page that is optimized for the same or similar keywords. Essentially you are diluting the number of times that a page can show up in the SERPs - the search engines don't know which one to show.

You can do searches in Google or Bing on your site for any of your keywords. If multiple pages show up, then you might have an issue. (Replace "keyword" and "yourdomain" accordingly)

Enter: site: yourdomain.com keyword



## **Content Hubs**

On-site SEO

Tools Needed: CMS

Create pages or sections within your site dedicated to a single topic: e.g. A Complete Guide On How To Do SEO. This helps build your reputation as an expert in your field.

## **Backlinks 1**

Off-Site SEO

Tools Needed: [Google Search](#), [Bing Search](#)

Backlinks are the backbone of SEO and how search engines work. This is one of the most important strategies to implement once you have your site set up and ready for traffic.

Find industry members or websites of similar interest and create outreach & third party content strategy. Ask to have your link added to their site.

## **Backlinks 2**

Off-Site SEO

Tools Needed: [Google Search](#), [Bing Search](#)

Perform a search and find unlinked mentions on other sites and request to have them converted to links back to your site.

## **Backlinks 3**

Off-Site SEO

Tools Needed: [Google Search](#), [Bing Search](#)

Review Skyscraper technique

Find content that is similar to content that you have on your site, or better yet, find a piece of content that is linked to by another site owner and write a better version. Contact the owner of the site and see if they will link to your piece instead.

## **Backlinks 4**

Off-Site SEO

Tools Needed: [Google Search](#), [Bing Search](#)

This is time consuming, but can be effective. Find broken backlinks on a competitor's site and request to have them update it with a link to your content.

## **Visual Search**

Content

Tools Needed: CMS, Content Strategy

Visual search is fairly new, but is already starting to grow in popularity. This is where someone sees something that they like, e.g. a red shoe, they hold their camera up (using Google Lens or similar) and search for that shoe. Images of the shoe appear, or similar shoes that match the visual description.

Create content rich, log form content pages with high quality, optimized images (incl. filename & alt text)

## **Domain Authority 2**

Content

Tools Needed: [Google Search](#), [Google My Business](#), Social Media Platforms

Ensure your content reflects your expertise whether written by you or a third party. It must be reliable and establish you as a trustworthy source for your topic.

Search for mentions or descriptions of your business (blog posts or articles), and address any content that isn't aligned with your brand.

## **Domain Authority 3**

Content

Tools Needed: Social Media access, [Google Search](#), [Google My Business](#)

Ensure others agree that you are an expert!

Citations from third party sites and platforms all play a part. Make sure that you are diligent about protecting your brand; search and find mentions of your business and address any issues that you might encounter.

Keep your business information up to date!

## **Other Resources**

SEOMoz - <https://moz.com/blog>

Neil Patel - <https://neilpatel.com/blog/>

Ahrefs - <https://ahrefs.com/blog/>

Backlinko - <https://backlinko.com/blog>

Search Engine Land - <https://searchengineland.com/>

Pathfinders SEO - <https://pathfinderseo.com/>