



The SEO Checklist

Have you ever looked at your traffic logs and noticed that people are finding your site by searching for niche-relevant words in Google and other search engines? Sometimes it's a happy accident. And in other cases, you can make a point of optimizing your web pages for the search engines.

This checklist shows you how to start getting more traffic from the search engines!

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Going Viral. 10 Secret Psychological Triggers That Will Make Your Content Go Viral – Includes extra bonuses and viral video library access – [Going Viral](#)



Inbox Economics: Get subscribers to open your emails, read your content and then click on your sales & promotional links – [Inbox Economics](#)



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Content Marketing Vault. A complete set of tools, tutorials & templates to make every word you write easier, faster and better - [Content Marketing Vault](#)

Notes - References & Reminders:

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Here's how...

Familiarize Yourself With The Search Engines

The top two search engines are Google and Bing, though of course there are dozens of smaller players. You'll want to focus on the big two.

Now here's the thing...

SEO (search engine optimization) largely rests on creating good content for your human visitors.

However, the particulars do change from time to time. Search engine algorithms change. The rules change. And if you want to keep your pages at the top of the search engines, you need to keep abreast of these changes.

To that end, keep these tips in mind:

- Write for your human readers first, search engines second. Many marketers do this the other way, and then they wonder why the search engines penalize them and the human readers don't stick around.
- Keep abreast of changes to the SEO landscape. You'll want to start following the SEO experts, such as www.searchenginewatch.com.

Do Your Keyword Research

When it comes to SEO, keywords are the actual words that people are typing into search engines in order to find niche-relevant content and information.

You'll want to discover what words your audience is searching for so that you can optimize your site for these words.

Here's how:

- Get a keyword tool. You can use something like MarketSamurai.com / WordTracker.com.
- Enter your broad keywords. For example, if you're catering to dieters, you might enter searches such as: dieting, lose weight, weight loss, diet. The keyword tool will then give you hundreds if not thousands of results.
- Pick the low-hanging fruit. Unless you are already an SEO whiz, you'll generally get better results if you focus on longtail keywords. These are keywords that are

usually multiple words, such as "best diets for women over 40." While they have lower traffic, there is also less competition for them in the search engines - and that makes it easier for you to rank well for them.

TIP: Some search tools such as WordTracker.com score keywords based on how popular they are and how much competition they have. If your tool doesn't do this, then you'll need to check competition manually. Just run a search in Google for the keyword, preferably in quotes to get exact matches, and take note of how many competing websites there are.

Optimize Your Site Structure

Once you have your keywords in hand, then you can start optimizing your site.

This includes taking steps such as:

- Include your keywords in link names. You can do this automatically on some platforms. For example, include your keywords in your blog post titles on WordPress, and then be sure to choose the option where the link name is created based off the blog post title.
- Insert your keywords into page titles. Again, if you're using a content management system such as WordPress, then this will happen automatically when you use keywords in your blog post titles.
- Use your keywords in your navigation menu. For example, if your keyword is "Weight Loss for Women," then you might have a menu item titled "Tips For Rapid Weight Loss For Women."

- Use your keywords with other internal linking structures. From time to time you may link to blog posts, sales pages and other content on your site. Be sure to use your keywords as the anchor text when you do this.

Next...

Create Optimized Content

Gone are the days when you stuff your articles and other content full of keywords, as that will get your penalized. Instead, sprinkle your keywords naturally throughout your content.

Tips:

- Insert keywords at a rate of about 1% to 2%. For example, if you have 100 words of content, then use your keyword one or two times within those 100 words.
- Use synonyms. For example, if your article is about "housetraining," you can use other contextually similar words such as "housebreaking."
- Include your keywords in the title of your article. If you're using WordPress, this will put your keyword in the page title and link too.

Finally...

Get Outside Links

SEO experts used to try to gather as many links as possible, but today the search engines prefer fewer links but from the highest quality sites.

Keep these tips in mind:

- **Create viral content.** This gets people to naturally link to your content on social media and elsewhere.
- **Create really useful content.** This is how you'll get authority sites in your niche to link to your content.

TIP: *Authority sites are those that have generally been around for many years and they have useful, quality and frequently updated content.*

An example of an authority site is WebMD.com. The search engines prefer that you get one-way, unsolicited links from authority sites. They frown on links from paid sources and from low-quality sites (e.g., "bad neighborhoods").

- **Avoid link swaps.** These are tired techniques that at best don't work any longer, and at worst will get you penalized. Focus on building links naturally, which again means focusing on creating really good and useful content for your human readers. If you do this, then people will link to your site, and you'll get a natural boost in the search engines.

Conclusion

If you're planning on optimizing your site for the search engines, keep in mind that the search engines are always changing. That means you need to stay on top of these changes if you want to stay on top of the search engines.

Just avoid "gaming" the search engines, because they could penalize you by dropping you from their index entirely.

When in doubt, focus on providing great content for your prospects and visitors. Do this, and the search engine traffic will likely flow in naturally.

Additional Recommendation:

[Content Marketing Vault](#)

A Complete Set Of Tools, Tutorials and Templates to Make Every Word You Write Easier, Faster and Better Than Ever Before...

Notes - References & Reminders: