

SEO CHECKLIST

By The Pay At Home Parent

- Research & Choose keyword(s)¹**
- Competition is low (< .25)
- Search volume is medium to high (1k+)
- Choose 1 focus keyword²
- Choose 2-3 supporting keywords³
- Choose a Category⁴**
- This fits in one of my 3 to 5 categories
- Choose a Topic**
- People are searching for this
- This topic is reader focused⁵
- This topic presents a problem
- This topic answers a common question
- Choose a Title⁶**
- 50 - 60 characters
- 6 to 9 words long
- Focus keyword is close to the left
- Title is clickworthy⁷
- Title promises a solution
- Draft Content**
- 300 words minimum
- Introduction: presents a problem
- Body: presents the solution
- Conclusion: "sells" the solution⁸
- Mention focus keyword 1x per 100 words
- Mention focus keyword in first sentence <or>
- Mention focus keyword in first paragraph
- Mention focus keyword in at least 1 H2 title
- Mention 3 supporting keywords 1x or more
- Content is easy to read & skimmable⁹
- Publish**
- Hyperlink 3+ related blogs posts¹⁰
- Hyperlink 1+ external authoritative source¹¹
- Edit for grammar and spelling errors
- Edit for shorter sentence & paragraphs¹³
- Mention keyword in URL
- Mention keyword in at least 1 image alt text
- Mention keyword in at least 1 image title
- Mention keyword in meta description¹⁴
- Encourage email signups << or >>¹⁵
- Offer paid affiliate promotion¹⁶
- Post Publish**
- Submit URL to search engines¹⁷
- Share on social media
- Ask your credited sources to share!
- Leave meaningful comments with link¹⁸
- Get backlinks on Quora or guest blog¹⁹

Some of the links below are my affiliate links. It doesn't cost you an extra cent if you decide to make a purchase.

¹ [Keywords Everywhere](#)

² Higher search volume than supporting keywords

³ Lower search volume than focus keyword

⁴ Try to add fresh content to all categories (rotate)

⁵ [Reader focused writing increases traffic](#)

⁶ [CoSchedule Headline Analyzer](#)

⁷ [SEOPressor Blog Title Generator](#)

⁸ [The solution could be a free email e-course, free checklist, paid affiliate product, your paid product or service, etc.](#)

⁹ [Use bullet points, subtitles, short paragraphs, quotes](#)

¹⁰ Hyperlink your own blogs within the same category

¹¹ Do not hyperlink your keyword phrases

¹³ [Hemmingway Editor](#)

¹⁴ Keyword should be close to the beginning of description

¹⁵ [Checklists, templates, content upgrades, "secrets", etc.](#)

¹⁶ [Learn Affiliate Marketing! Use my discount code SEOAWESOME for 15% off!](#)

¹⁷ [Submit URL to Google](#)

¹⁸ [How to get backlinks by commenting on other blogs](#)

¹⁹ [How to guest blog](#)

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