

THE HOTH PRESENTS:

# SEO STRATEGY CHECKLIST



# SEO Strategy Checklist

[By The HOTH](#)

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## Strategy For Regular Sites:

### ❑ 1. Define Your Target Audience

- ❑ Understand who you are trying to sell to and what they want/need. Understanding your audience will help you generate tons of ideas of what to rank for. Listen to your customers, listen to your market

### ❑ 2. Competitive Research/Keyword Research

- ❑ Find Easy Wins: Keywords you already rank for
  - ❑ You can use [keyword research tools](#) like our own to find keywords that you're ranking for in position 4 or below (including page 2 of Google) and boost them up with more links!
- ❑ Find Your Content Gap: Competitors keywords that you're not targeting
  - ❑ Perform a competitive gap analysis. Make a list of all the keywords your competitors rank for and then exclude the ones that you rank for, then build out content like [blog posts](#) to target those keywords.

### ❑ 3. OnSite & OnPage SEO Optimization

- ❑ [Optimize your pages and content with your keywords](#)
  - ❑ Title Tags
  - ❑ Meta descriptions
  - ❑ URL
  - ❑ Header tags
  - ❑ Images
- ❑ [Create quality content](#) with keywords you researched and add internal links

### ❑ 4. Link Building Strategy

- ❑ Start with Branding/Diversity
  - ❑ [Build up your social profiles](#)

- Facebook
- Twitter
- Google+
- Do at least 1 [press release](#) for each site
  - Use naked links
  - Use no-follow links
- In-Content Diversity Links
  - Build out web 2.0 type properties
  - Use a mix of brand, natural, and low competitions keywords / long tail variations
- Move on to High Power Links
  - Do [guest posts](#) on [high authority blogs](#)
  - Continue to add these types of links month after month while changing your anchors each time with different long tails / variations
- 5. Measure Your SEO Results**
  - [Track your results](#). You'll want to keep up with your efforts to see what works
  - Give it some time. SEO does not happen overnight and your results will take some time to become apparent

This is the strategy that produces awesome results month over month! If you'd like help getting started on this, check out our managed solution, [HOTH X here!](#)

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## Strategy For Local Sites:

- Do all of the above, but in addition:
- 1. Set up [Google Local](#) / [Google My Business](#).**
- 2. Audit local citations.**
  - This will also tell you what citations you're missing. [Cleanup and fix](#) your local citations if necessary
- Build citations and links.**
  - Get the [local citations & links](#) that your top ranking competitors have from industry sites, and ego directories

Thanks For Reading!

[Click here to see the original full post on SEO Strategy!](#)