



Checklist 3 - SEO (Organic Search)

Project Name: _____

Date: _____

Yes No

Because of the establishment of many websites these days, it has become difficult for all of them to be shown on the search engine. Are you looking for a way to make your site more visible? Well, you've got to increase the quality and quantity of your site's content to attract the traffic of people and allowing them to search for your site again and again until it reaches the top position in search engines. Here is Organic SEO steps that you need to follow:

FIRST UNDERSTAND THE NEEDS OF YOUR CUSTOMERS:

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | First of all, you have to figure out all the keywords that your customers use while looking for your product on the search engine. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Now make a list of these keywords and save it. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Put these words from the list into an Excel document to get them more organized. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Now start typing in the relative phrases from the collected keywords into the search engine and look for those related phrases that drop-down first. | <input type="checkbox"/> | <input type="checkbox"/> |

PERFORM A THOROUGH RESEARCH:

- | | | | |
|---|---|--------------------------|--------------------------|
| 5 | The main things to consider while performing keyword research are | <input type="checkbox"/> | <input type="checkbox"/> |
|---|---|--------------------------|--------------------------|

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Monthly searches and keyword difficulty.

- 6 Use Keyword Planner for Google Ads Accounts to find monthly keyword searched and keeps that keyword in mind. ☐ ☐

- 7 Now to find Keyword difficulty, use online sites to track them and record these keyword difficulty numbers in a Google Sheet. ☐ ☐

ALSO, KEEP IN MIND THE LOCALIZED KEYWORD SEARCH:

- 8 Set up a Google My Business page on Google that will help your business to pop up. ☐ ☐

- 9 Now, provide your physical address in the description of this page. This will allow people to get to you easily when they search for that particular location in which you live. ☐ ☐

KEEP AN EYE ON RESEARCH COMPETITION:

- 10 Now, you have to search for all the keywords that you noted and see which websites come up. ☐ ☐

- 11 Note down the number of times these websites are using these keywords in their website copy. ☐ ☐

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12 After this, note their Domain authority and Page Authority, which indicates the strength of a website's domain or a page. ☐ ☐

13 Now keep you DA and PA high, to get a higher rank on your website. ☐ ☐

14 Also add backlinks to your site and increase their number; this will prove beneficial in making your site popular. ☐ ☐

You've got to UPDATE YOUR HTML:

15 Now implement some changes into your HTML, especially your H1 and H2 title tags. ☐ ☐

16 Add relevant keywords in these title tags. Use the format "Business | Keyword" as your H1 main title. ☐ ☐

17 Now utilize some keywords in your URLs, present under your H1 title tag. ☐ ☐

FINALLY, RANK YOUR SITE:

18 Now that you have done keyword research and have added them to your content check your success by tracking your keyword rankings. ☐ ☐

19 Follow a month to month trend to check your rankings and make a better ☐ ☐

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SEO.

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