

How To Optimize SEO Quickly & Effectively

CHECKLIST

- _ Focus Keyword
 - _ Research
 - _ Search
 - _ Previous Use
- _ Synonyms?
 - _ Related?
- _ Title
- _ Slug
- _ Meta
- _ Tag
- _ Featured Image
 - _ Alt Tag
 - _ Title
 - _ Description
- _ Additional Images
 - _ Alt Tags
 - _ Titles
 - _ Descriptions
- _ H2
- _ Body Copy
- _ Internal Linking
 - _ Category Page
- _ Backlinking
- _ Cornerstone?
- _ Readability Analysis
 - _ Green Light
- _ SEO Analysis
 - _ Green Light

TIPS & TRICKS

Choose keywords people actually type into the search engine:

- Google Trends
- Google AdWords

Try not to repeat keywords over and over again...

When something is commonly known by 2+ names, choose the most official as the primary, then establish the synonyms – and use both/all in your H2 and body copy...

Page title should include the keyword...

Slug should include the keyword...

Meta Description should include the keyword...

Get a green light...

Featured Image should be renamed the keyword BEFORE you upload it to the media library...

Example: “City Hall” becomes “city-hall”

Additional images should be used whenever there are related keywords and/or synonyms...

Treat just like Featured Image...

H2 should preview/summarize each paragraph or thought...

Keyword should appear in at least 1 H2...

Related Keywords should appear in at least 1 H2...

Synonyms should appear in at least 1 H2...

Keyword should appear in body copy 1x/100-150 words...

Follow the SEO Analysis for guidance...

Always have at least 1 internal link to related content...

+ 1 category landing page...

Always have at least 1 external link to related content...

Your content is probably NOT cornerstone content...

Follow the guidance in the Readability Analysis, but don't waste extra time getting past yellow when nothing seems to improve it...

Prioritize the guidance in the SEO Analysis. The goal is green light, but don't let the tail wag the dog on that; especially for more perishable content (versus more evergreen content)...