

Course Checklist

How To Make The Most Money From Your SEO Campaign

The industry insider secrets in this report are critically important for your SEO campaign. It will make your SEO campaign substantially more effective. But reading about it is just half the battle.

And scientific research has found very few people actually take action based on the books they read. That's why we've created this course checklist to give you a little accountability and a reminder. Simply print it out and leave it somewhere you'll be sure to see it (such as on top of your desk or on the refrigerator). That way, you'll be reminded to take action. Doing this is more important than you may realize. In our experience, we've found this reminder really helps our clients.

Each time you do one of the steps below, simply place a checkmark in the checkbox next to it. This creates accountability so you are more likely to take action on what you've learned. It shows you if the work is actually getting done.

The Checklist

- ☐ Step #1: Print this sheet
- ☐ Step #2: Leave this sheet somewhere you'll be sure to see it
- ☐ Step #3: Read the report titled “How To Make The Most Money From Your SEO Campaign” from start to finish (so you understand the full process and feel motivated to do it)
- ☐ Step #4: Investigate the possibility of doing testing before starting SEO (see page 10)
- ☐ Step #5: Thorough market research for single most important keyword (see page 11)
 - ☐ Amazon research (see page 12)
 - ☐ Forum research (see page 17)
 - ☐ Twitter research (see page 19)
 - ☐ Facebook research (see page 19)
- ☐ Step #6: Make a research summary (see page 21)
- ☐ Step #7: Improve your content
 - ☐ Invest in quality content: Schedule to either learn the basics of copywriting or hire the best writer you can afford.
 - ☐ Create a checklist you follow when creating an article. So you take the right steps consistently. This usually dramatically raises content quality.
 - Include doing market research on the main keyword you'll target for each article.
 - Include doing additional research, if needed, to ensure you offer the best solution for the problems of people searching that keyword (the best solution you can give in content and a more complete solution from your products).

- ☐ Step #8: Improve products to solve all problems and deliver all benefits. Your products should be a complete solution. Even if they end up solving some of the same problems already solved by your free content. Most people who buy your product won't read all your free content.
 - ☐ Research your competitors' products. To know if you're the best product, you must first know what you're up against.
 - ☐ Research how you can become the best solution in your market
 - What else can you offer to improve your products? Keep in mind, it may take some time to implement these ideas and that's okay. For now, we are just getting the ideas down. Later, you can work out which ones to act on and when would be appropriate.
 - Consider adding information to your products (even if you have a physical product or software product). This allows your product to solve more problems. You can also re-purpose the information content as articles on your website. This makes your SEO less expensive.
 - You can also take all your existing high quality SEO articles and combine them into a book that comes with your product.
 - Can you improve your offer to make it a better deal for your customers?
- ☐ Step #9: Encourage website visitors to read more content on your site by selling your other articles at the bottom of each article (see page 8)
- ☐ Step #10: Use proven CSM software (see page 22)
- ☐ Step #11: Submit your site to Google (see page 24)
- ☐ Step #12: Setup a sitemap (see page 24)
- ☐ Step #13: Optimize your page loading times (see page 25)
- ☐ Step #14: Make your site mobile-friendly
- ☐ Step #15: Add to your checklist for creating content:
 - Include the target SEO keyword on the page (see page 26)
 - Have great meta tag descriptions (see page 27)
 - When using images, use accurate alt and titles attributes (see page 27)
 - Put more effort into fewer pages on your site (see page 28)
- ☐ Step #16: Ensure that all links go to live web pages (see page 28)