

# Authority Site Launchpad Tutorial Checklist

## How To Setup Your Authority Website For Automatic Traffic

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

Scientific research has found *very few* people actually take action based on the books they read. The very fact that you have opened, are reading, and may have even printed this document puts you far ahead of approximately 50% of your peers, statistically speaking. You are far more likely to succeed. But we want you to take “likely to succeed” to “**success.**”

That's why we've created this tutorial 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 the work is getting done. And it helps you keep track of each authority site you create as you build it.

### 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 Setup Your Authority Website For Automatic Traffic” from start to finish (so you understand the full process and get motivated)
- Step #4: Investigate the possibility of doing testing before starting SEO
- Step #5: Thorough market research for single most important keyword
  - Amazon research
  - Forum research
  - Twitter research
  - Facebook research
- Step #6: Make a research summary
- 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 to 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 and time-intensive.
      - You can also take all your existing high quality SEO articles (or curate others) 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: Get a keyword-based domain name
- Step #10: Install proven CMS software (Wordpress)
- Step #11: Use the Medium.com tool to import your stories
- Step #12: Submit your site to Google
- Step #13: Setup a sitemap
- Step #14: Optimize your page loading times
- Step #15: Install a mobile-friendly theme
- Step #16: Add to your checklist for creating high-quality content:
  - Include the target SEO keyword on the page
  - Have great meta tag descriptions
  - When using images, use accurate alt and title attributes
  - Put more effort into fewer pages on your site
- Step #17: Install the Sassy Social Share Plugin
- Step #18: Ensure that all links go to live web pages
- Step #19: Get an SSL Certificate for your authority site (from Let's Encrypt/your web host)