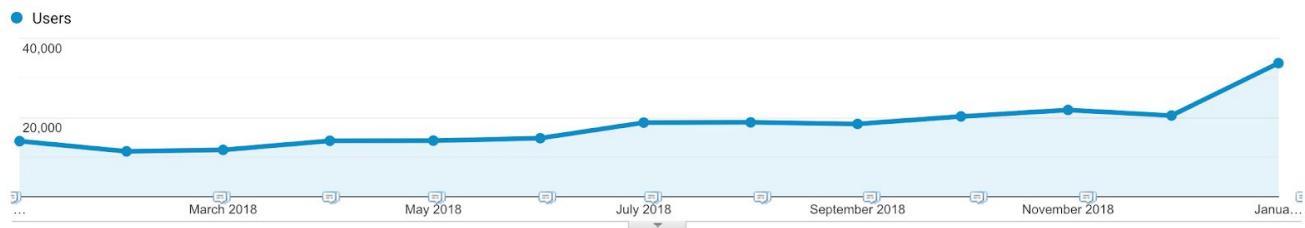


The Complete 51-Point **SEO Checklist**

If you're trying to find an exact, step-by-step SEO checklist that you can use immediately, you're going to love this post.

It's a very direct, straightforward process that will drive more traffic and more customers to your website as quickly as possible.

In fact, this is the exact process we used to increase our organic traffic by 145.79% in a year.



Let's get started.

- [SEO Basics](#)
- [Keyword Research Checklist](#)
- [On-page SEO Checklist](#)
- [Link Building Checklist](#)
- [Technical SEO Checklist](#)
- [Bonus SEO Tips](#)

How to Use This SEO Checklist

You should think about everything on this SEO checklist as incrementally beneficial.

Try to get as many of them as you can, but don't worry too much if you miss a few.

Plus, you certainly will not be able to go through this whole checklist in a single day, and that's OK. Use this version and keep ticking those boxes so you can keep track of what is done over the next few days.

Once you're done here, be sure to check out the [ClickMinded SEO training course](#) for a more detailed overview of how to get more traffic from search engines to your business.

If you're looking to create a comprehensive SEO strategy, check out our retro-inspired, 8-bit [SEO strategy guide](#).

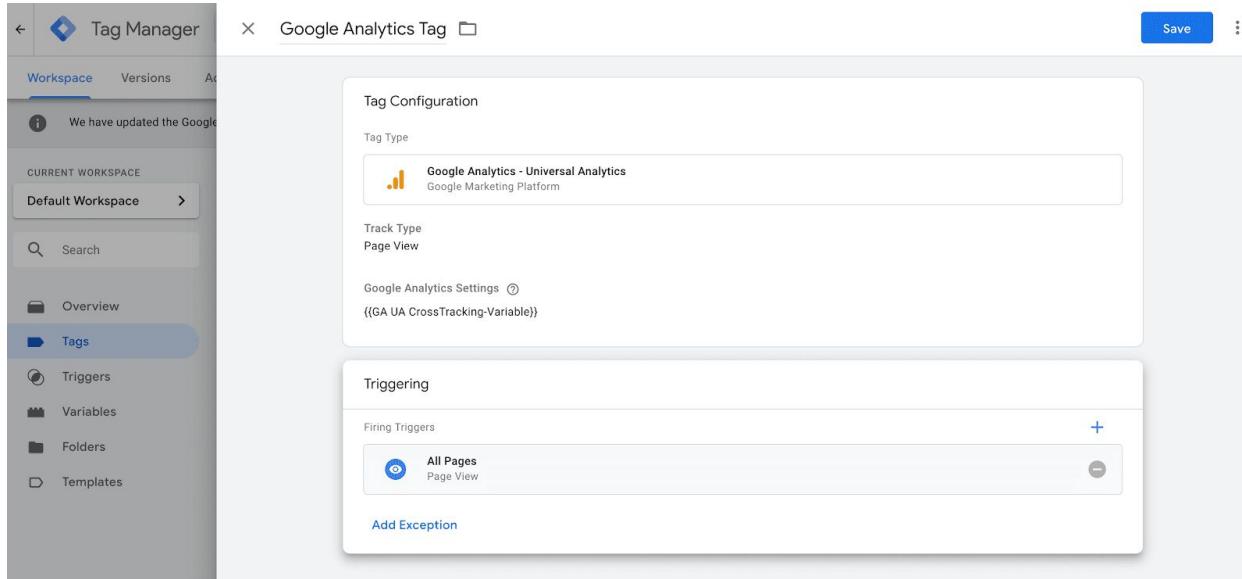
SEO Basics Checklist

First, let's go over the mandatory tools and plugins you'll need to increase your organic traffic.

Set Up Google Tag Manager

Although it's not an SEO tool, Google Tag Manager (GTM) will make your life easier as a digital marketer.

With GTM, you can easily deploy code on your site—which you'll need to set up the other tools on this checklist—without needing to learn how to code or contact a developer.



It's really simple:

1. Select the type of code you want to add (it includes some pre-built options like Google Analytics)
2. Add code details (e.g. for Google Analytics, just add your tracking ID)
3. Choose where to trigger the code.

Here are some resources to help you set up Google Tag Manager:

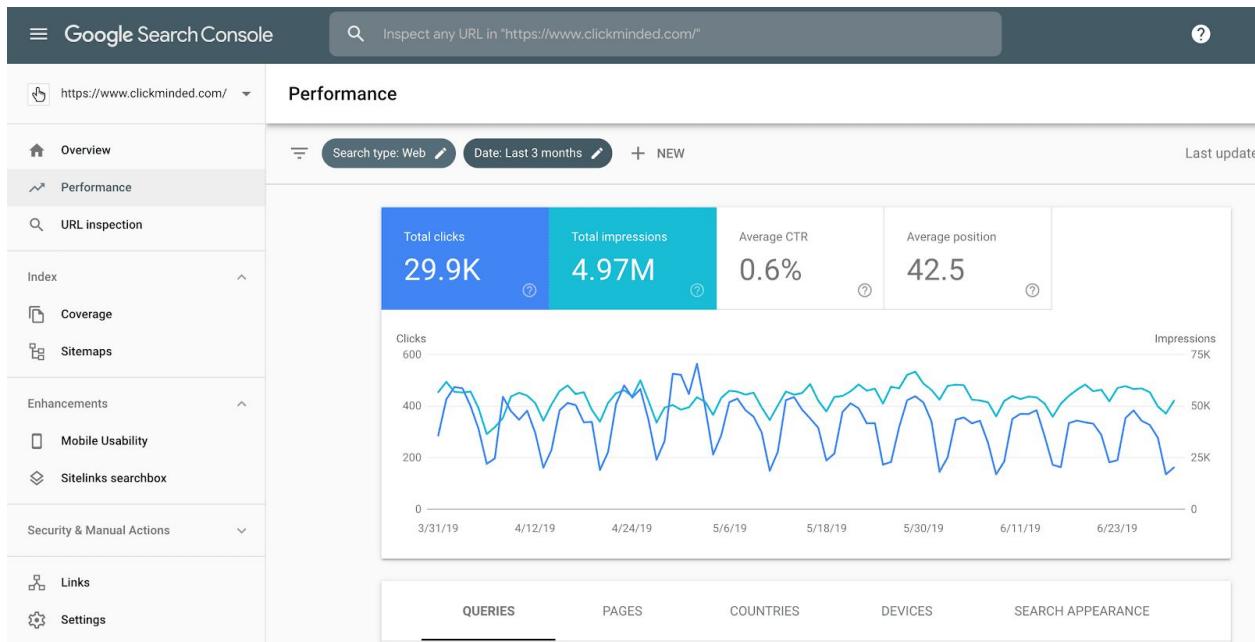
- [Google Tag Manager](#)
- [How to Install Google Tag Manager](#)

Set Up Google Search Console

Search Console is a free tool provided by Google to website owners and SEOs.

You will get a ton of useful data about your search engine rankings and traffic and helpful tools:

- Discover which keywords and pages give you the most clicks
- Check your rankings and get keyword ideas
- Submit a sitemap or ask for crawls



Plus, Search Console is how you get communications from Google about:

- Website errors (mobile-friendliness, indexation, etc)
- Manual penalties

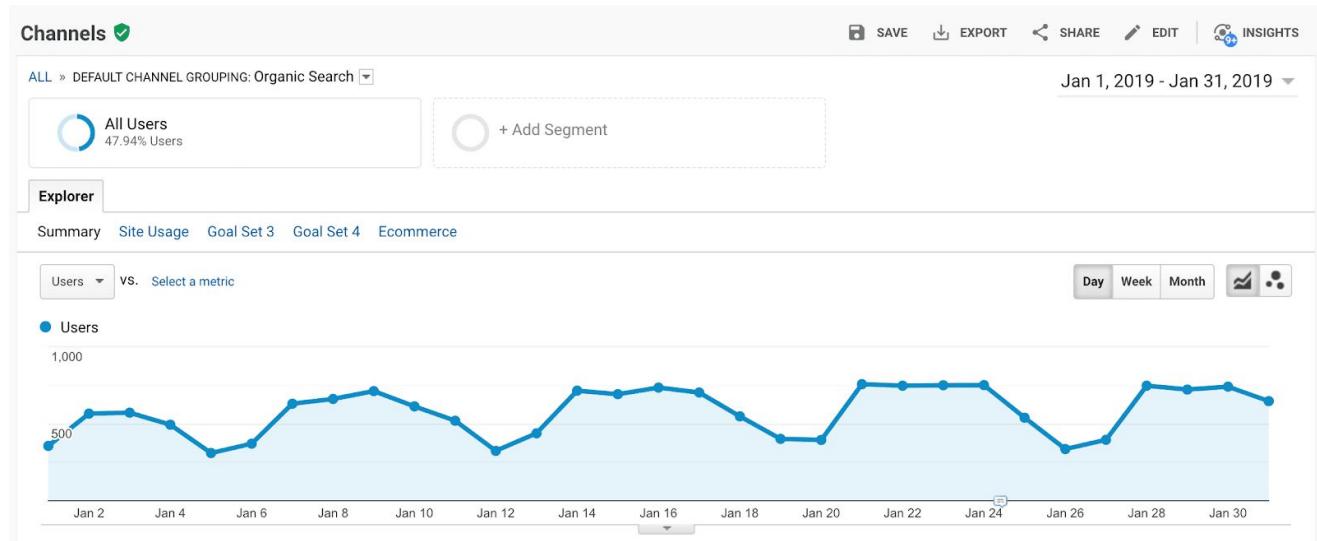
Search console is a must for anyone doing SEO for Google (basically everyone).

Here are some resources to help you set up Google Search Console:

- [Google Search Console](#)
- [Use Search Analytics in Google Sheets for Better SEO Insights](#)

Set Up Google Analytics

Google Analytics is how you'll link your SEO efforts to your bottom line.



For SEO, you'll be able to track things like:

- How much traffic you're getting from search engines
- Which pages are getting the most organic traffic
- What's the bounce rate of organic traffic
- How much revenue you're getting from organic traffic

Plus, you can connect Google Search Console to Google Analytics and perform analysis that mixes both data sources.

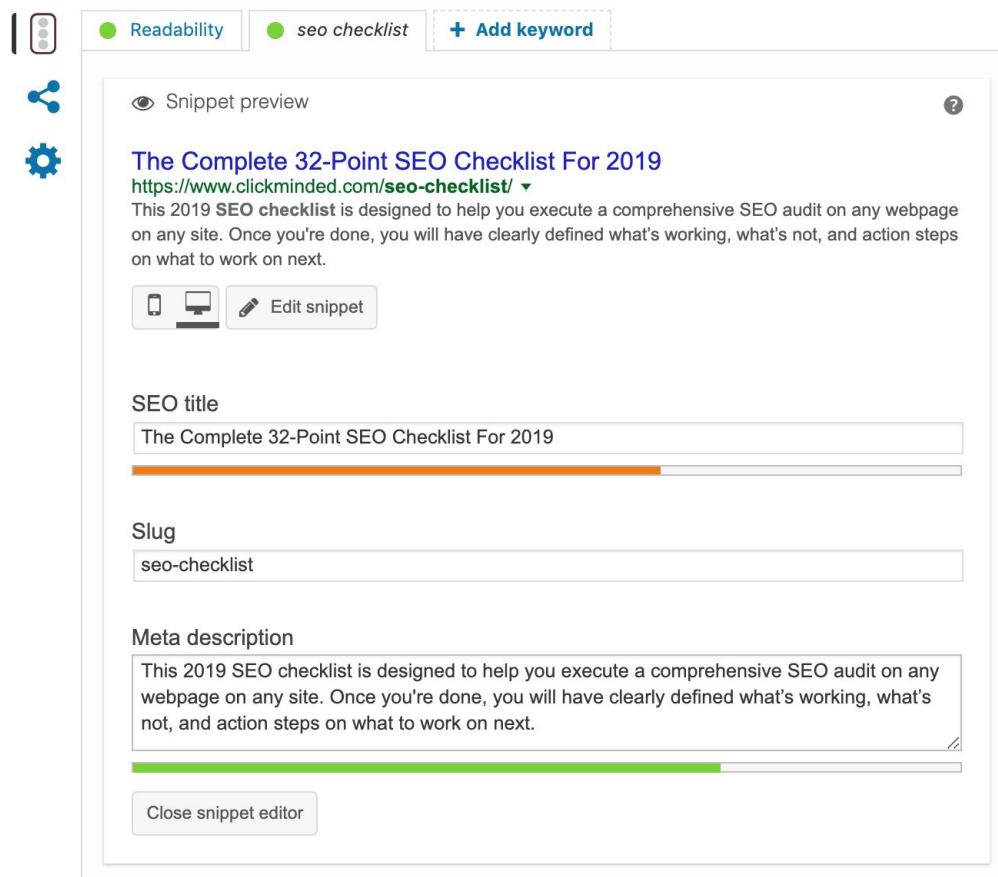
Here are some resources to help you set up Google Analytics:

- [Google Analytics](#)
- [How to Add the Google Analytics to Your WordPress Site](#)
- [Configuring Search Console data in Google Analytics](#)

Using WordPress? Install Yoast SEO

Yoast SEO is a WordPress plugin that makes it incredibly easy for you to create SEO-friendly content.

Most of the time, you'll use Yoast to update your pages' titles, meta descriptions, and slugs.



But Yoast also takes care of things like canonical tags, noindex tags, and sitemaps for you.

ProTip: Yoast includes a simple content analysis with improvement recommendations. A lot of beginners stress out too much about this—I recommend not paying attention to it at all.

Here are some resources to help you set up Yoast SEO:

- [Yoast SEO](#)
- [How to Install and Setup WordPress SEO Plugin by Yoast](#)

Keyword Research Checklist

Keyword research is the process of discovering keyword opportunities that can generate massive traffic and sales for your business.

You have to get this right even before you start working on optimizing your site.

Understand Searcher Intent

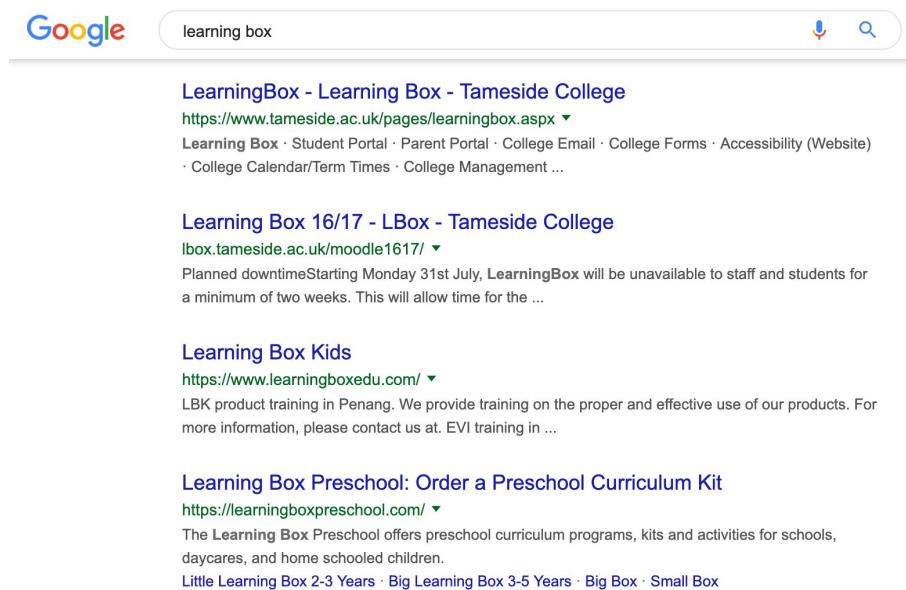
This is fundamental to get a positive ROI for your business from SEO.

If you want to provide answers to people's questions, you need to begin by understanding what people are searching for.

For example, let's say you run a website for a boxing gym and find the keyword "learning box" is searched for 8,100 times per month.

Seems like a great opportunity to attract people who want to learn how to box, right?

Wrong.



Google search results for "learning box":

- LearningBox - Learning Box - Tameside College**
<https://www.tameside.ac.uk/pages/learningbox.aspx>
Learning Box · Student Portal · Parent Portal · College Email · College Forms · Accessibility (Website) · College Calendar/Term Times · College Management ...
- Learning Box 16/17 - LBox - Tameside College**
lbox.tameside.ac.uk/moodle1617/
Planned downtimeStarting Monday 31st July, LearningBox will be unavailable to staff and students for a minimum of two weeks. This will allow time for the ...
- Learning Box Kids**
<https://www.learningboxedu.com/>
LBK product training in Penang. We provide training on the proper and effective use of our products. For more information, please contact us at: EVI training in ...
- Learning Box Preschool: Order a Preschool Curriculum Kit**
<https://learningboxpreschool.com/>
The Learning Box Preschool offers preschool curriculum programs, kits and activities for schools, daycares, and home schooled children.
Little Learning Box 2-3 Years · Big Learning Box 3-5 Years · Big Box · Small Box

If you didn't understand the intent behind "learning box", you would've wasted any time and resources trying to rank your boxing gym website for that keyword.

To learn more about the searcher intent behind a keyword, just Google it and check out the results that show up.

Here's a resource to help you understand searcher intent:

- [The 4 types of searcher intent](#)

Understand How Keywords Fit into Your Sales Funnel

Not all keywords will have the same value to your business.

Some keywords will attract more traffic, but others will be more likely to convert users. You should look for a healthy balance.

Here's how you might map some keywords against the sales funnel of a website for bachelorette parties.

Keyword	Monthly Search Volume	
Bachelorette Party	74,000	
Bachelorette Party Ideas	40,500	Top
Bachelorette Party Destinations	4,500	
Bachelorette Party New Orleans	1,000	Middle
Bachelorette Party New Orleans August	250	
Bachelorette Party New Orleans August Promo Code	50	Bottom

If you didn't do this, you might be tempted to dismiss some keywords with lower search volumes if you don't realize that they are more likely to convert visitors into customers.

Here are some resources to help you understand keywords and the sales funnel:

- [The ClickMinded SEO Strategy Guide](#)
- [The ClickMinded Sales Funnel Strategy Guide](#)

Understand Search Volumes

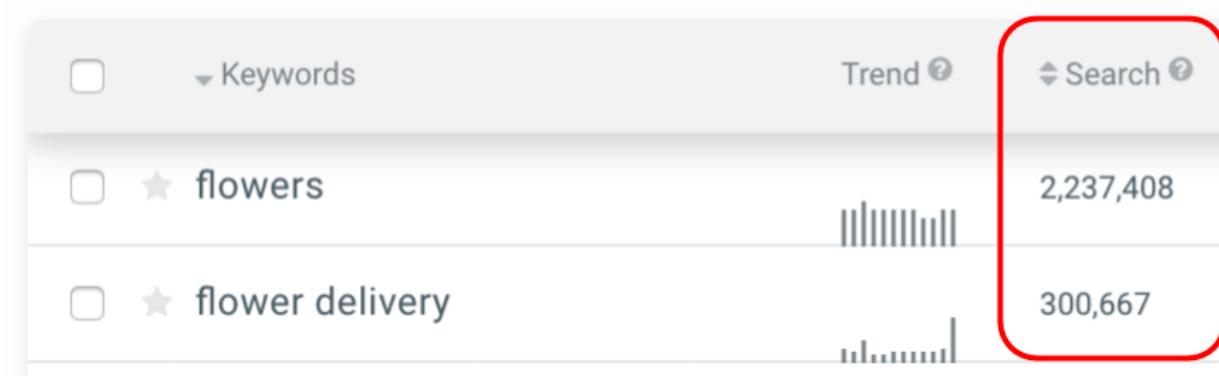
This is a topic of a lot of debate between SEOs and SEO software tools.

To prepare your keyword strategy, you'll often use search volumes as one of the main metrics to prioritize content ideas and optimize your site.

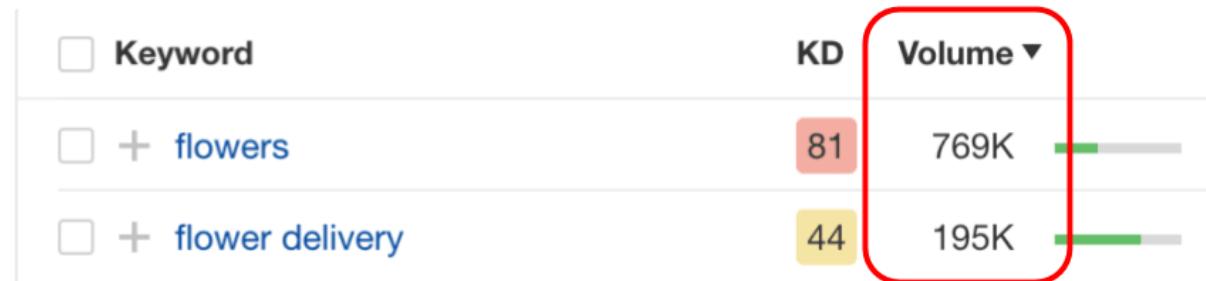
What you'll find in most keyword research tools represents an estimate of the monthly search volume—i.e. how many times a certain keyword is searched for each month.

The problem is, search volumes will vary depending on the tool you use:

Tool #1



Tool #2



The trick is to not spend ANY time trying to figure out which figure is correct (different tools will have different sources of data).

Instead, think of search volumes as relative metrics instead of absolute.

From the data above, you could conclude that “flowers” is 4 to 7 times more popular than “flower delivery”.

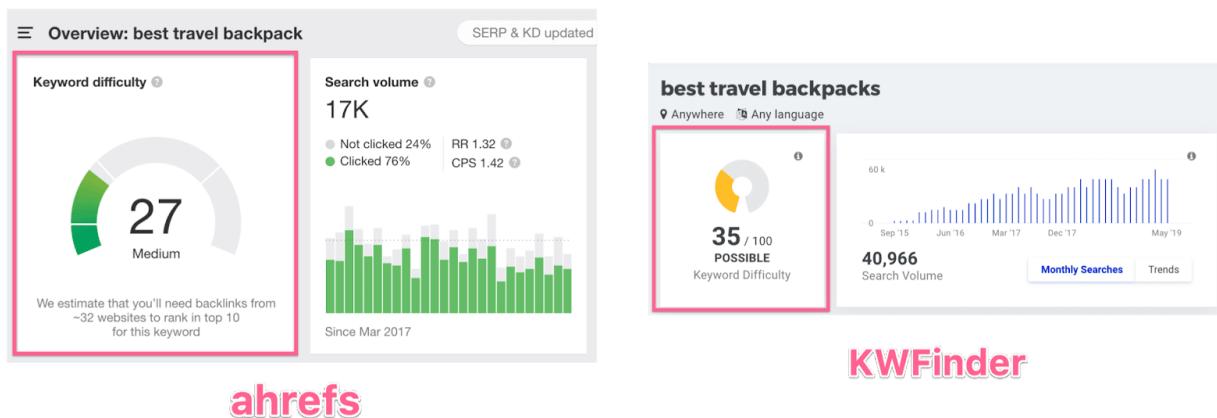
Just pick a keyword research tool you like and don’t take the search volume numbers literally.

Understand Keyword Difficulty

If you find a keyword that’s relevant to your business, the next step is to figure out if you can compete for its traffic.

Not all keywords will be as easy (or difficult) to rank for.

Most keyword research tools (except for Google’s Keyword Planner) include a metric for how difficult it will be to rank for a certain keyword.



Each tool has its own way of calculating this—so stick to one tool when comparing difficulty between keywords.

Higher difficulty means that you will need to work harder to rank for that keyword—this means writing better content than competitors, building more links, fixing technical issues, and everything else included in this checklist.

Understand Head Terms vs Long Tail Keywords

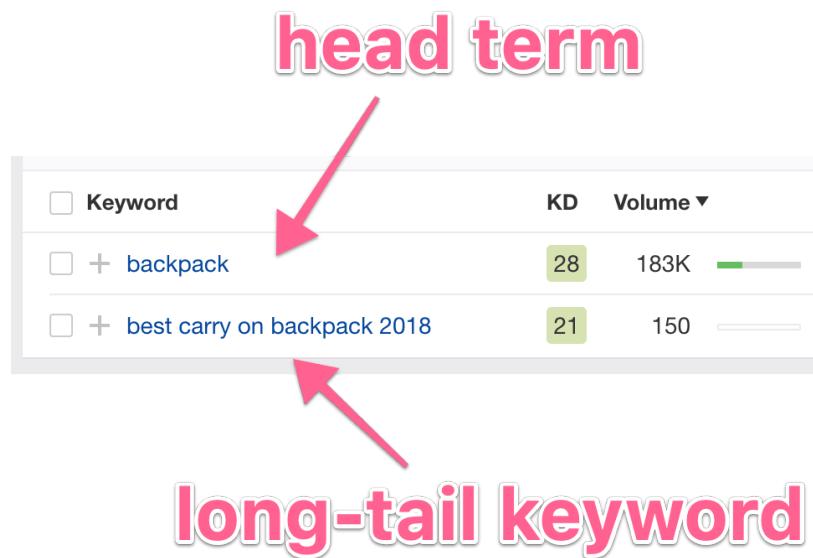
You'll soon realize SEOs talk a lot about head terms vs long-tail keywords.

Head terms are keywords that:

- Have a high search volume
- Are generally very competitive (aka have a high difficulty score)
- Are very broad—closer to the top of the funnel

Long-tail keywords are the opposite of head terms, they:

- Have a low search volume compared to head terms
- Are relatively easier to rank for (aka have a low difficulty score)
- Are very specific—closer to the bottom of the funnel



It's hard to tell what someone searching for the keyword "backpack" is looking for—it might be anything from the picture of a backpack to a backpackers' hostel.

- If you rank for "backpack", you will attract a lot of traffic to your site, but those visitors will have a wide variety of intents, many of which might not align with what your business offers.

On the other hand, someone searching for “best carry on backpack 2018” is definitely in a consideration/buying mindset.

- If you rank for “best carry on backpack 2018”, you will attract a lot less traffic but those visitors are much more likely to convert into customers.

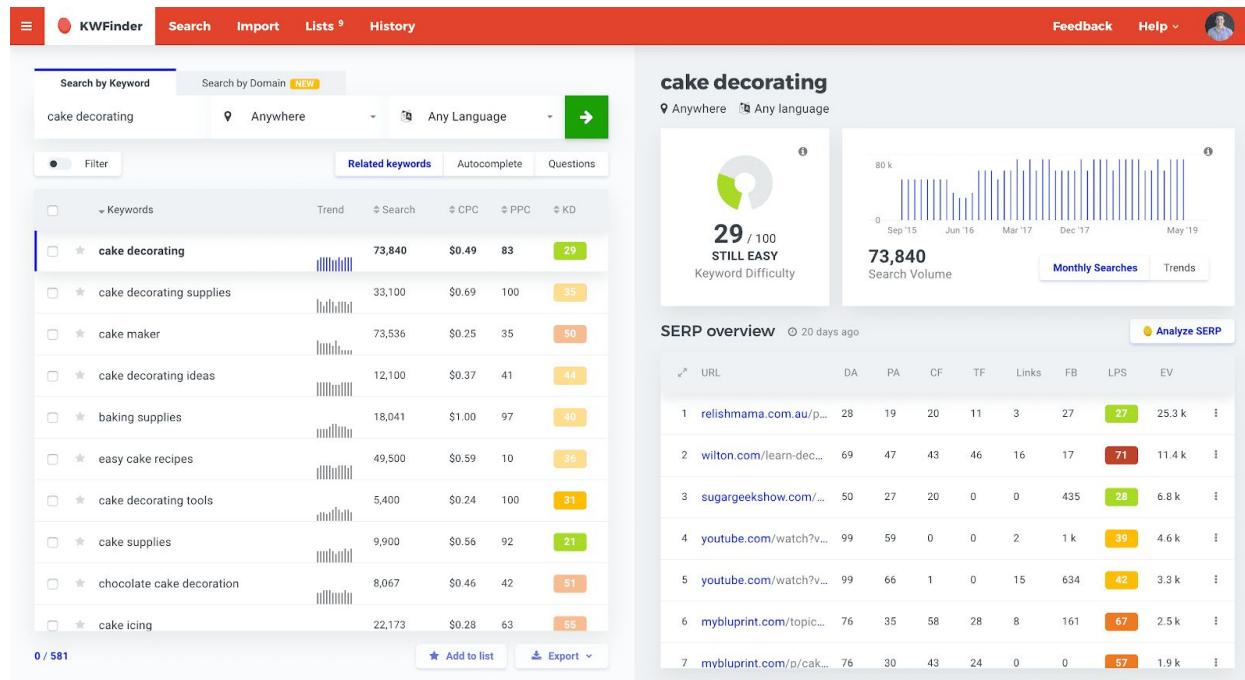
ProTip: a single page can rank for hundreds of different keywords, so a page on your site could rank for both head terms and long-tail keywords.

Use a Keyword Research Tool

For years, SEOs relied on Google’s Keyword Planner to perform keyword research—it was the tool I recommended for years.

For several reasons, I now recommend using third-party tools (and [experts agree](#)).

My favorite one is [KWFinder](#) (affiliate link) for its friendly user interface (although I also recommend [ahrefs](#)).



Both of these tools offer similar features that let you discover valuable keywords:

- Search volumes, seasonality, historical, keyword difficulty, keyword competitors

- Related keywords, autocomplete/search suggestions (what happens when you start typing something in Google), questions
- Find out which keywords your competitors are ranking for

Here are some resources to help you perform keyword research like a pro:

- [KWFinder](#)
- [ahrefs](#)
- [KeywordTool.io](#)
- [The Keyword Strategy Masterclass](#)

On-Page SEO Checklist

Search engines can't understand content as easily as humans... [yet](#).

[On-page optimization](#) is everything you do to help search engines understand that your content is a relevant answer to people's queries.

Here's how to do that.

Include Your Target Keyword in the URL

This is the first thing Google sees—even before the content of your page.

When you include your keyword in the URL, you're sending Google a signal of what your page is about.

If you are creating a page about red running shoes, a good example would be to use:
www.yourwebsite.com/red-running-shoes.

A bad example would be something like **www.yourwebsite.com/post/2981-1**, which doesn't give us (or search engines) any clue of what the page is about

Warning: There are very serious consequences to changing a URL that already has authority. Don't do this if your page already has links!

Keep Your URLs Short

It can be tempting to stuff your URLs with as many keywords as possible—avoid this!

[Research](#) has shown that shorter URLs tend to rank higher than long ones.

- Good example: **www.yourwebsite.com/red-running-shoes**
- Bad Example: **www.yourwebsite.com/cheap-red-running-shoes-nike-shoes-discount**

Here's a helpful article on how to optimize your URLs:

- [15 SEO Best Practices for Structuring URLs](#)

Add Your Keyword to Your Title Tag

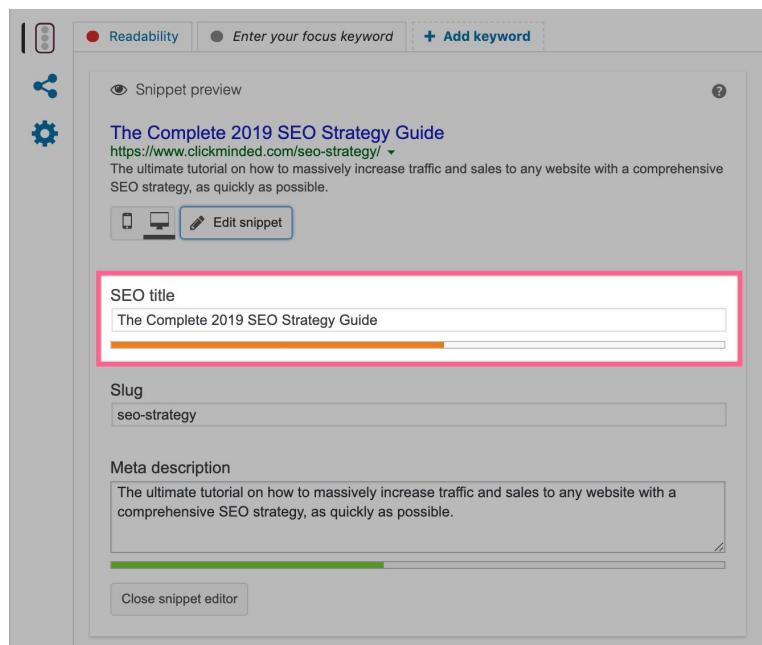
Title tags are still one of the most powerful important elements of on-page SEO.

The title tag is what people will see when they search on Google.



That's why you should include your target keyword in the title tag.

If you use WordPress, you can easily edit your page title with the Yoast SEO plugin.



In general, try to include your keyword closer to the beginning of the sentence and keep the entire title under 52 characters.

Here are some resources to help you optimize your title tags:

- [Title tag preview tool](#)
- [How To Optimize Your Website's HTML Title Tag For More Traffic](#)

Optimize Your Title for Organic CTR

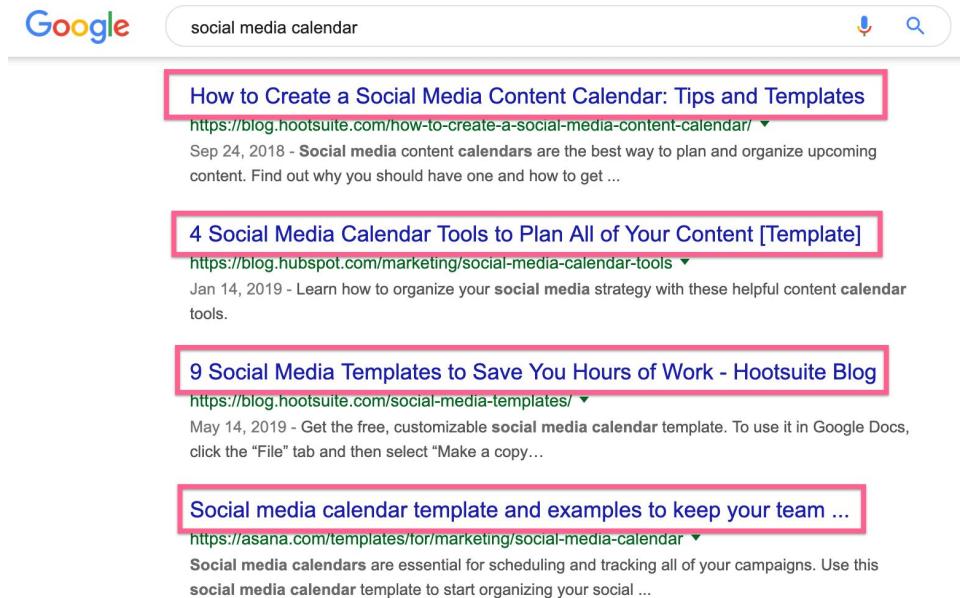
If more people click on your page vs other websites in the search engine results page, it gives Google an indication that your page might be a better answer to people's questions than those other sites.

This is called organic clickthrough rate (CTR): the percentage of people who click on your page divided by everyone who sees it.

That's why it's not enough to just include the keyword in there.

Your title tag needs to be eye-catching and entice searchers to click on it.

A good idea when crafting your title is to look at what your competitors are doing...



The screenshot shows a Google search results page with the query "social media calendar". The results are as follows:

- How to Create a Social Media Content Calendar: Tips and Templates**
<https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>
Sep 24, 2018 - Social media content calendars are the best way to plan and organize upcoming content. Find out why you should have one and how to get ...
- 4 Social Media Calendar Tools to Plan All of Your Content [Template]**
<https://blog.hubspot.com/marketing/social-media-calendar-tools>
Jan 14, 2019 - Learn how to organize your social media strategy with these helpful content calendar tools.
- 9 Social Media Templates to Save You Hours of Work - Hootsuite Blog**
[https://blog.hootsuite.com/social-media-templates/](https://blog.hootsuite.com/social-media-templates)
May 14, 2019 - Get the free, customizable social media calendar template. To use it in Google Docs, click the "File" tab and then select "Make a copy..."
- Social media calendar template and examples to keep your team ...**
<https://asana.com/templates/for/marketing/social-media-calendar>
Social media calendars are essential for scheduling and tracking all of your campaigns. Use this social media calendar template to start organizing your social ...

...and come up with something better.

Some best practices include:

- Use an active voice
- Write in the second person
- Use power words
- Use numbers, brackets, or parentheses

- Include the date (month or year)

Use Google Search Console to find and track the CTR of your pages for specific keywords.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE
Query				CTR
clickminded				75.7%
seo certification				5.6%
seo checklist				3.1%
social media calendar				2%
social media calendar template 2019				10.1%
google seo certification				5.1%
social media content calendar				2.3%

Here are some resources to help you increase the CTR of your title tags:

- [CoSchedule's Headline Analyzer](#)
- [How To Optimize Your Website's HTML Title Tag For More Traffic](#)
- [401+ Ridiculously Useful Power Words To Increase Conversions](#)

Add Your Keyword to Your Meta Description and Make it Compelling

The content of the meta description is no longer used by search engines as a ranking signal.

However, writing a compelling meta description and including your keyword in it can help with your CTR.

Plus, Google highlights the keyword the user searched if it's included in the meta description.



The Perfect Social Media Content Calendar Template for 2019

<https://www.clickminded.com/social-media-calendar/> ▾

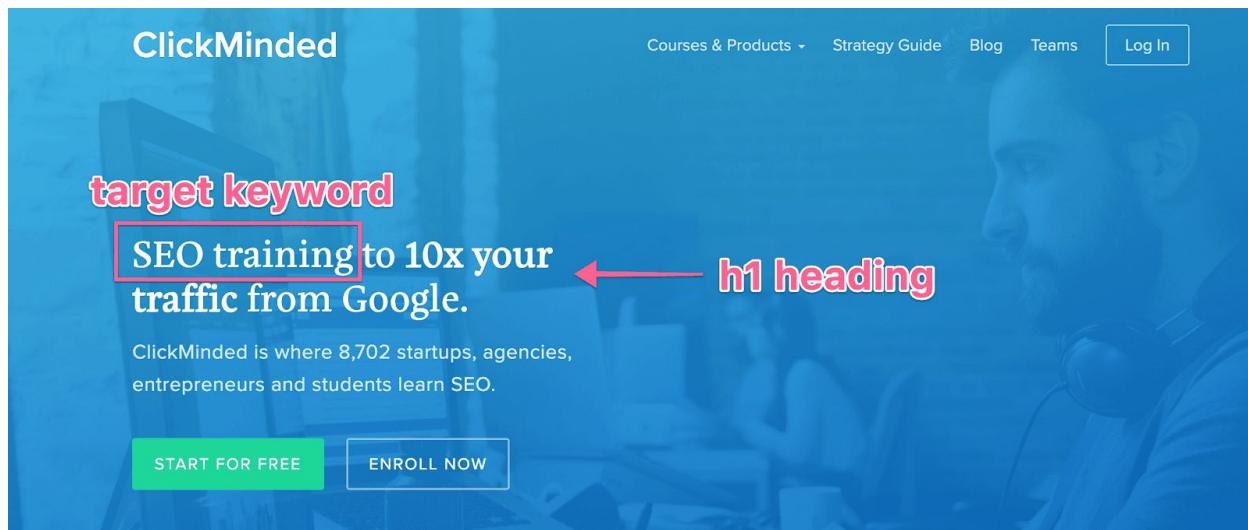
This guide will teach you exactly how to streamline all your **social media** content by using our simple content **calendar template**. If done correctly, you will be able ...

Here are some resources to help you optimize your meta descriptions:

- [Meta Description Tag: Optimizing Your CTR for More Clicks & More Traffic](#)
- [This is a helpful article about meta descriptions](#)

Add Your Keyword to Your H1 Tag, and Make Sure to Only Use One

Even though the value of the H2, H3,..., H6 tags for SEO is debatable, it is still generally a good idea to include your primary keyword in your H1 tag.

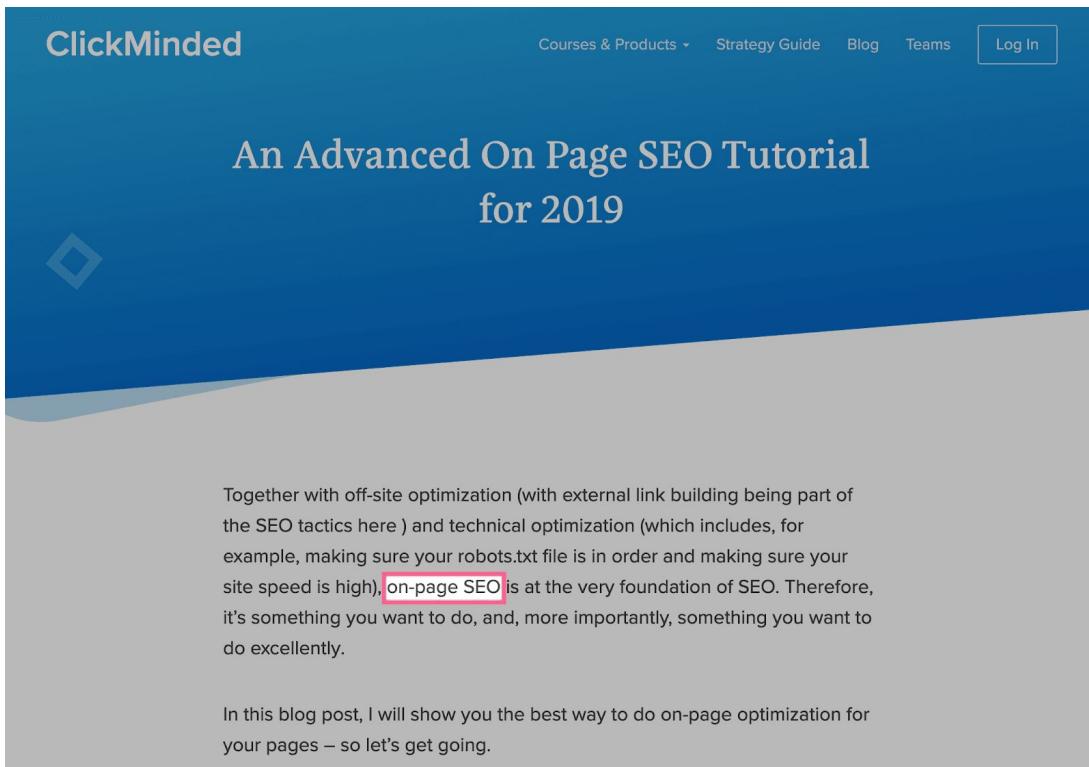


Make sure there is only one H1 in the entire page and that it appears before any other heading tag.

Include Your Keyword in the Body of the Page

Use your keyword at least 3 times in the body of your page, and try to do it once close to the top of the page.

You can see how we did that for our [on-page optimization tutorial](#), which we're optimizing for the term "on-page seo".



The screenshot shows a website with a blue header. The header includes the ClickMinded logo, a navigation bar with links for 'Courses & Products', 'Strategy Guide', 'Blog', 'Teams', and a 'Log In' button. The main content area has a dark blue background with a white text area. The title 'An Advanced On Page SEO Tutorial for 2019' is centered in white. Below the title, there is a paragraph of text. A red box highlights the word 'on-page SEO' in the text. At the bottom of the white area, there is a smaller text block.

Together with off-site optimization (with external link building being part of the SEO tactics here) and technical optimization (which includes, for example, making sure your robots.txt file is in order and making sure your site speed is high), on-page SEO is at the very foundation of SEO. Therefore, it's something you want to do, and, more importantly, something you want to do excellently.

In this blog post, I will show you the best way to do on-page optimization for your pages – so let's get going.

Plus, make sure to have at least 100 words on each URL (minimum – the more the better).

You can still rank with fewer words, and you don't ever want to put unnecessary text on your site, but I recommend not creating a new page unless you have roughly ~100 words worth of content (500+ is ideal).

Use synonyms in your copy

Search engines are becoming better at understanding human language.

Which means you can use more natural language and still stay relevant to the keywords you are trying to rank for.

Check out how we use synonyms in our [UTM tracking tutorial](#).



Synonyms are great, and using natural language that's influenced by keyword research (rather than just pure keywords) is highly encouraged.

If you want to learn more about synonyms in SEO, check out the article below:

- [What synonyms mean for SEO](#)

Use Latent Semantic Indexing (LSI) Keywords in Your Copy

Latent semantic indexing, or LSI, is a method used to determine context.

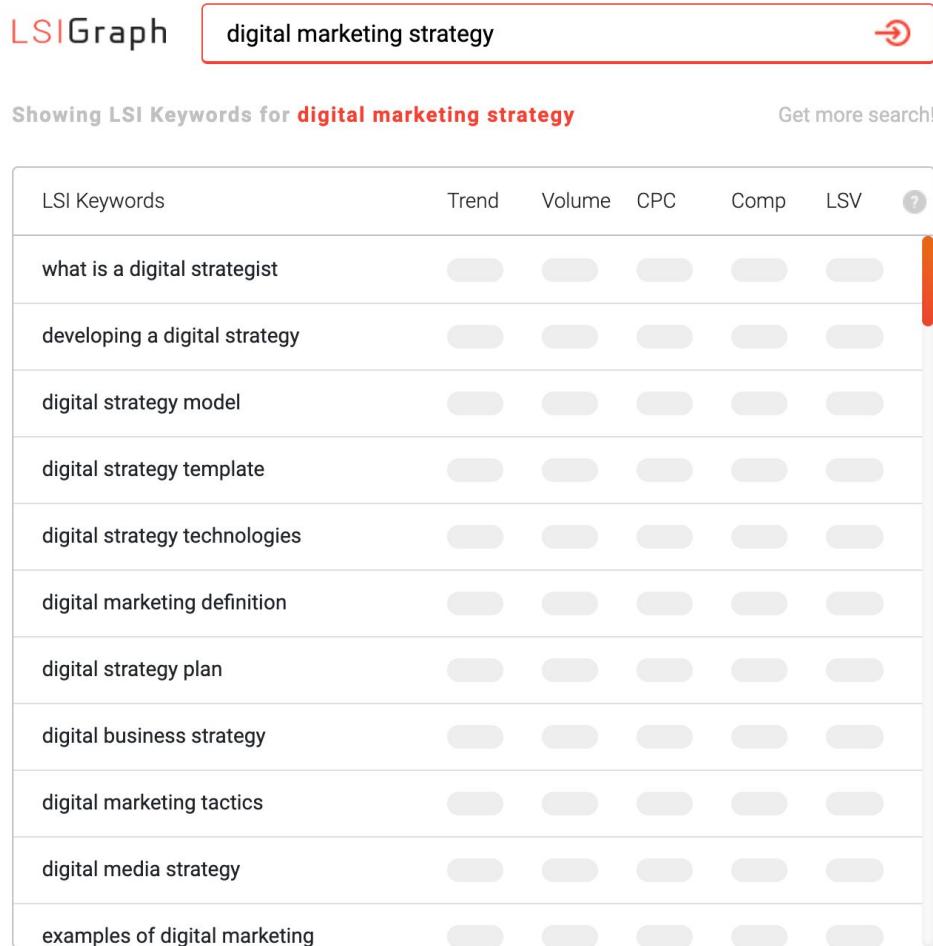
For example, some LSI keywords for the term "new york city" might be:

- Empire State Building
- Wall Street
- Statue of Liberty
- New Jersey

Including keywords that are thematically related to your primary keyword can help search engines understand what the content of your page is about.

LSI Graph is a great free tool to find these keywords.

Just input your target keyword and get a list of LSI keywords.



Include these keywords in your content whenever it makes sense.

Here are some resources for LSI keywords:

- [LSIGraph](#)
- [Latent Semantic Indexing \(LSI\) & Google RankBrain: The Complete Guide](#)

Optimize the Readability of Your Content

A page bounce (i.e. people who land on your page from search engines and leave your site without engaging) can send a negative signal to search engine.

On the other hand, if you manage to keep visitors engaged (reading your content and clicking through more pages of your site), you'll send a signal to Google that your content is relevant.

Some best practices to optimize the readability of your site include:

- Writing short sentences instead of long paragraphs
- Organizing your content with headings and subheadings
- Including rich media like images, gifs, audio, and video
- Linking to additional helpful resources

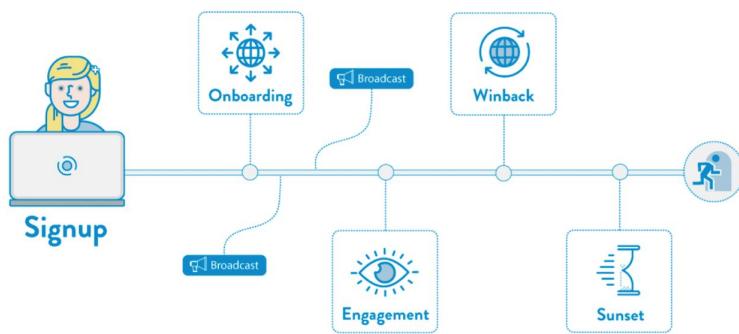
For example, we followed these guidelines for our email marketing strategy guide:



This is my favorite part of email marketing—planning campaigns.

In this step, you'll design a comprehensive email messaging strategy to move your subscribers through the sales funnel.

To do that, you only need four types of campaigns.



And received great feedback from our readers:



Sandy Lee



Pros:

Incredible, comprehensive content that's well-organized, easy to understand, and immediately actionable. And free!

Here are some resources to help you write better content:

- To learn more about creating great, engaging content that converts visitors into customers, check out our [content marketing training course](#).
- [Hemingway Editor](#)
- [Grammarly](#)

Optimize Your Images

Search engines “see” images by reading the ALT tag and looking at file names, among other factors.



Try to be descriptive when you name your images (but don't overdo it!)

Here's a helpful guide on image optimization:

- [Image Alt Text: How to Do Image SEO for More Traffic](#)

Build Internal Links

When page A on your site gets linked from another site (aka an external link, or backlink), its authority increases.

If you add a link from page A to another on your site, page B (aka an internal link), some of the authority from page A passes to page B.

That's why it's a good idea to add links to other pages of your site whenever it makes sense.

For example, notice how we link to our page about adding the [Facebook Pixel to a WordPress Site](#) inside our [Digital Advertising Strategy Guide](#).

If you want to run campaigns targeting website visitors, you'll also need to install the Facebook Pixel on your site. Check out this tutorial to learn how to do that:

- [How to add the Facebook Pixel to your website in 6 minutes](#)



internal link

ProTip: the anchor text, or text you use to link, also matters, so try to include your keyword in there and avoid generic phrases like “click here” or “this post”.

Avoid using keywords in global navigation, though, as that can look like over-optimization. Stick to in-content links instead.

Here are some resources to help you with internal linking:

- [Best practices for internal linking](#)
- [Anchor Text & SEO: How to Optimize Link Anchor Text for More Traffic](#)

Link to Authoritative Sites

This is a controversial tactic, but it's one of my favorite ones.

I've found that whenever I link to authoritative websites it helps my own rankings (even if I'm competing against them).

You can find this tactic in most of our content.

For example, in our [social media strategy guide](#), we link to sites we are competing against.

Link to Hootsuite

Use these resources to get started:

- [What is Social Listening, Why it Matters, and 10 Tools to Make it Easier](#)
- [The Simple Blueprint for Social Media Monitoring](#)

Link to Buffer

If you run your own website or can get buy-in from your boss to link to bigger competitors, I definitely recommend doing this.

Link Building Checklist

Link building, or off-page optimization, is one of the most powerful things you can do to increase your rankings.

In simple terms, this means convincing other websites to link to your pages.

Links were the base of the original Google algorithm back in 1998—and they are just as relevant today.

I'm not going to lie, link building is one of the hardest parts of SEO.

But there are a few tactics you can use to gain easy links (see the easy link opportunities below).

Understand Authority Metrics

To determine which pages to rank above all others, search engines rely heavily on the authority of pages and websites.

In SEO, authority is mainly determined by links—more specifically, links from other sites to yours.

Here are a few general rules for how the authority is calculated:

- More links > fewer links
- Links from sites relevant to the topic of your site > links from completely irrelevant sites
- Links from sites with high authority > links from sites with low authority
- Links from several sites > several links from a single site
- Links in the body > site-wide links (e.g. header, footer, or sidebar)

Search engines don't publish authority metrics, but several tools have developed their own metrics.

For example, here's how authority metrics look if you're using ahrefs:



UR is short for URL Rating and DR is short for Domain Rating—ahrefs' own metrics for the authority of a page and a website, respectively.

In general, here's how you should think about authority:

- A page with a higher UR is more likely to rank higher than a page with a lower UR
- If two pages have similar UR scores, DR can break the tie

Of course, you'll find this is often not the case—just use authority metrics as a broad guideline, not a hard fact.

Easy Link Opportunity #1: Reach Out to Friends/Colleagues

Do you have friends, family, colleagues, or previous employers who run a website?

If it makes sense, you can reach out to them and ask them to add a link to your site.



Hey Eduardo,

I just published this [new post](#) and trying to it rank in Google—a link from your site would be super helpful!

No problem if you think it doesn't make sense or it's not a good fit. Just thought I'd ask.

Best,
Tommy

A lot of people are too afraid or ashamed to ask—get over that and just ask!

In my experience, this is one of the easiest ways to get links to your site.

Easy Link Opportunity #2: Unlinked Mentions

Once your business (or yourself) start being noticed, you'll often find people including mentions to your business without links.

Just reach out to these people and ask them to include a link along with the mention.

Here's a link we got from a brand mention on the [ConversionXL blog](#).

4. Based On What Pages Your Subscribers Visit

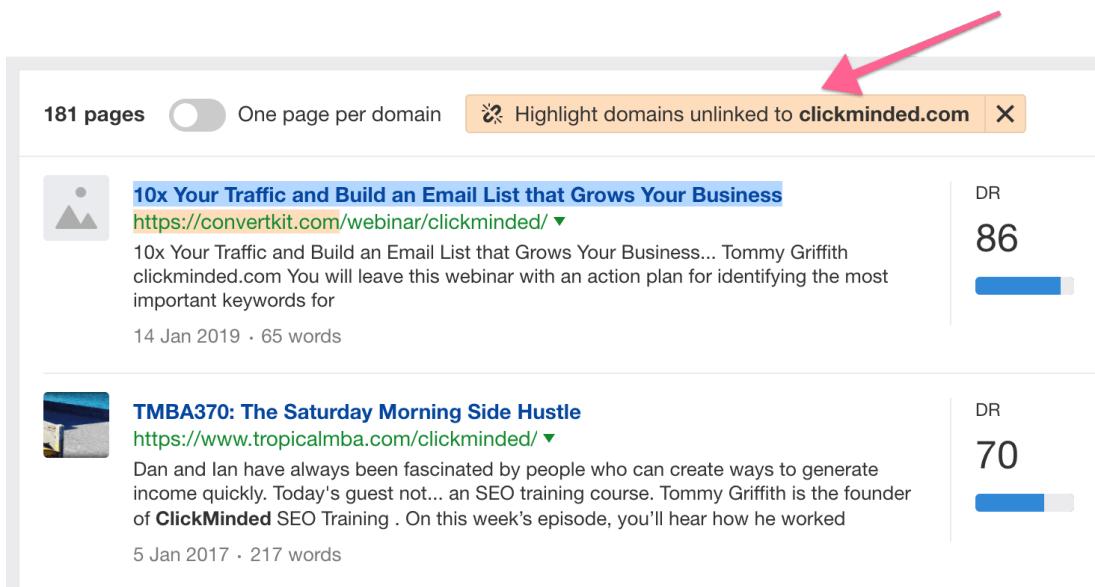
Similar to tracking what content upgrades your visitors' download, you can also segment your subscribers based on the type of web pages they visit.

Imagine you ran a photography tips website and make money by selling classes. You can keep track of which existing subscribers visited your blog post about "top 5 photography courses", and chances are, these subscribers are more likely to purchase.

In the case of [ClickMinded](#), if one of their existing email subscribers visited their product page, or went to a page with a video SEO tutorial, the subscriber would automatically be segmented into their SEO course's sales cycle.

To find unlinked brand mentions:

1. Start with doing a search for all your current existing unlinked mentions using a tool like ahrefs and reach out to all of those.



181 pages One page per domain Highlight domains unlinked to **clickminded.com**

10x Your Traffic and Build an Email List that Grows Your Business
<https://convertkit.com/webinar/clickminded/> ▾

10x Your Traffic and Build an Email List that Grows Your Business... Tommy Griffith clickminded.com You will leave this webinar with an action plan for identifying the most important keywords for

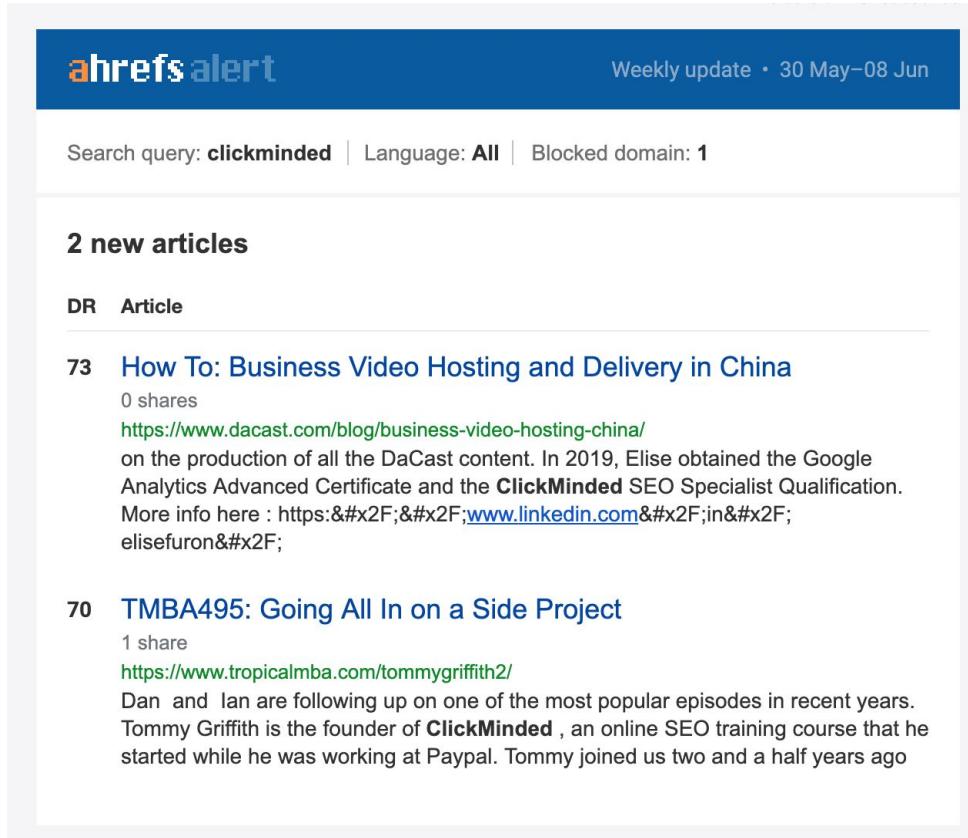
14 Jan 2019 · 65 words

TMBA370: The Saturday Morning Side Hustle
<https://www.tropicalmba.com/clickminded/> ▾

Dan and Ian have always been fascinated by people who can create ways to generate income quickly. Today's guest not... an SEO training course. Tommy Griffith is the founder of **ClickMinded** SEO Training . On this week's episode, you'll hear how he worked

5 Jan 2017 · 217 words

2. Implement alerts on Google Alerts or ahrefs for on-going mentions of your brand (and related terms like your own name or names of products) and reach out to new mentions as they happen.



The screenshot shows an ahrefs alert interface. At the top, it says "ahrefs alert" and "Weekly update • 30 May–08 Jun". Below that, it shows the search query "clickminded" with a language filter "All" and a blocked domain count of "1". The main content area is titled "2 new articles". It lists two articles:

- 73 **How To: Business Video Hosting and Delivery in China**
0 shares
<https://www.dacast.com/blog/business-video-hosting-china/>
on the production of all the DaCast content. In 2019, Elise obtained the Google Analytics Advanced Certificate and the **ClickMinded** SEO Specialist Qualification.
More info here : <https://www.linkedin.com/in/elisefuron/>
- 70 **TMBA495: Going All In on a Side Project**
1 share
<https://www.tropicalmba.com/tommygriffith2/>
Dan and Ian are following up on one of the most popular episodes in recent years. Tommy Griffith is the founder of **ClickMinded**, an online SEO training course that he started while he was working at Paypal. Tommy joined us two and a half years ago

Here are some resources to help you build links from unlinked mentions:

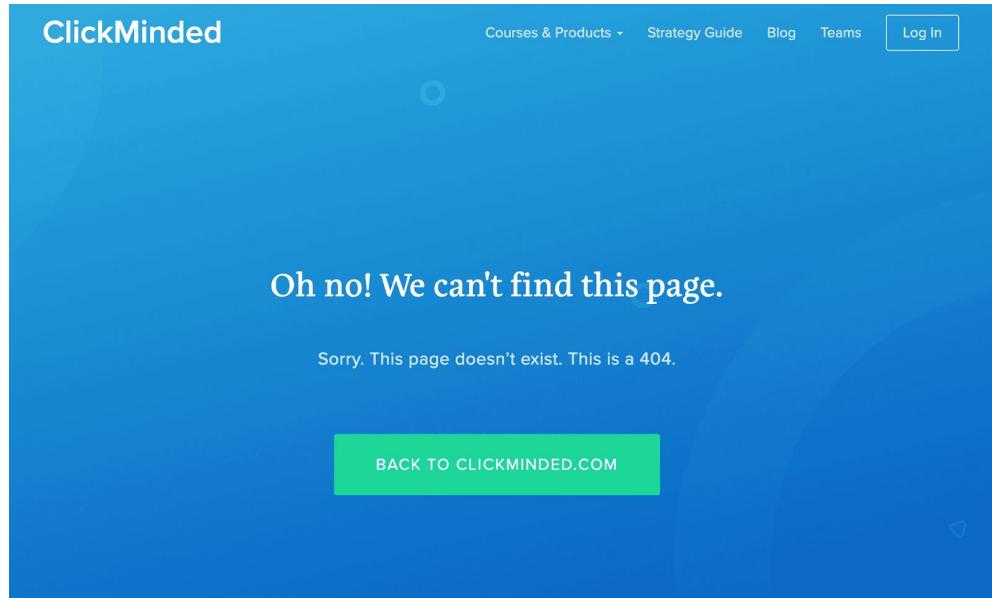
- [ahrefs](#)
- [Google Alerts](#)
- [A Simple Guide to Turning \(Unlinked\) Brand Mentions into Links](#)

Easy Link Opportunity #3: Fix Broken Inbound Links

If your site has been around for a while with no one paying too much attention to SEO...

...you're going to find broken links.

If the destination of a link returns an error code, that's a broken link.



From a technical SEO standpoint, it's a good idea to fix these URLs.

But it's urgent to do this if other websites are linking to those broken URLs.

You can use ahref's broken backlinks report to find these:

Referring page	DR	UR	Referring domains	Linked domains	Ext	Traffic	Kw	Anchor and backlink	DP check	RP check
Linux - Wikipedia en.wikipedia.org/wiki/Linux	96	85	12,093	293	529	84,937	3,186	"June 2004 Zeitgeist". Google Press Center. Google Inc. August 12, 2004. Archived from www.google.com/press/zeitgeist/zeitgeist-jun04.html	1 Jun '19 20 d	
Barack Obama - Wikipedia en.wikipedia.org/wiki/Barack_Obama	96	85	13,468	216	1,141	224,180	11,203	. Google News. Agence France-Presse. October 1, 2009. Archived from the original on May 23, 2012 www.google.com/hostednews/afp/article/ALeqM5ip53lrBGDBrm5QYg-npRlkHn4ggRA	3 Jul '19 28 May '19	

A URL might be broken for several reasons:

- The content was removed
- The content was moved to a new URL
- There is a technical issue

Your options can be:

- Redirect the broken URL to a working URL
- Update or republish the missing content
- Fix the technical issues

Do whatever you need to do to avoid having broken backlinks.

Here are some resources to help you fix broken backlinks:

- [A simple guide to understanding response codes](#)
- [ahrefs](#)
- [How to Find and Fix Broken Links \(to Reclaim Valuable “Link Juice”\)](#)
- [How to Correctly Create and Verify a 301 Redirect](#)

Reverse Engineer Your Competitors' Links

Finding people who will be willing to link to your content can seem challenging.

But there's an easy way to do this.

Your competitors (aka people who are already ranking for the keyword you're targeting) already managed to get people to link to them.

Why not start there?

For example, let's say you want to rank for "how to make apple pie":

1. Look for the top pages ranking for that keyword
2. Copy and paste the URLs into ahref's site explorer
3. Open the backlinks report

Backlinks report for www.pillsbury.com/ everyday-eats/desserts/pies-tarts/...

Referring page	DR	UR	Referring domains	Linked domains	Ext.	Traffic	Kw.	Anchor and backlink	First seen	Last check	Links
A Apple Pie Download www.404manual.com/so.php?q=A Apple Pie	24	30	77	13	16	0.00	0	How to Make Apple Pie - Pillsbury.com www.pillsbury.com/everyday-eats/desserts/pies-tarts/how-to-make-apple-pie	24 Apr '19	24 Apr '19	2
Applepienow.com 141.8.225.31, Similar Webs, BackLinks Results www.sitelinks.info/applepienow.com	46	14	0	17	18	0.00	0	https://www.pillsbury.com/everyday-eats/desserts/pies-tarts/how-to-make-apple-pie [empty anchor] www.pillsbury.com/everyday-eats/desserts/pies-tarts/how-to-make-apple-pie	11 Feb '19	23 May '19	2
Apple Pie Crescents Recipe - Tablespoon.com www.tablespoon.com/recipes/apple-pie-crescents/bebbb6148-6e4a-441d-9212-f435d974dcc6	74	11	0	23	59	0.00	0	make a full apple pie, look no further than this article, which has all of the best tips and tricks www.pillsbury.com/everyday-eats/desserts/pies-tarts/how-to-make-apple-pie	3 Jul '19	47 h	2
Appepi.com is Online Now www.open-web.info/appepi.com	44	9	0	31	70	0.00	0	https://www.pillsbury.com/everyday-eats/desserts/pies-tarts/how-to-make-apple-pie [empty anchor] www.pillsbury.com/everyday-eats/desserts/pies-tarts/how-to-make-apple-pie	3 Apr '19	3 Apr '19	2

Every one of those is a link opportunity for your site.

Click on each opportunity and reverse engineer the backlink:

- Did your competitor get interviewed by the site? Try to get an interview yourself.
- Did they post as a guest? Check if you can do that too.
- Is your competitor's post outdated or not that good? Pitch your content and explain why it's a better resource.

Then, reach out to these people with a meaningful and compelling reason to link to your content.

I get probably 15 requests to update links a week and this is literally the first one I've ever decided to update a link on, so here you go:

Tip #1 - Understanding the Client's Marketing Strategies:

Many times, the client's blog is only one aspect of their larger [marketing strategy](#). The market clickminded.com/content-marketing-strategy/ of the company to as many potential customers as possible, across a wide range of channels.

Guest Post on Relevant Sites

Back in 2014, Google [cracked down on spammy guest posting as a link building practice](#).

Does this mean guest blogging doesn't work anymore?

No.

If you write valuable guest posts on relevant websites and add links to your site in a natural (not spammy) way, guest blogging can be a great way to build links.

For example, here's a post I published a while ago in the Moz blog:



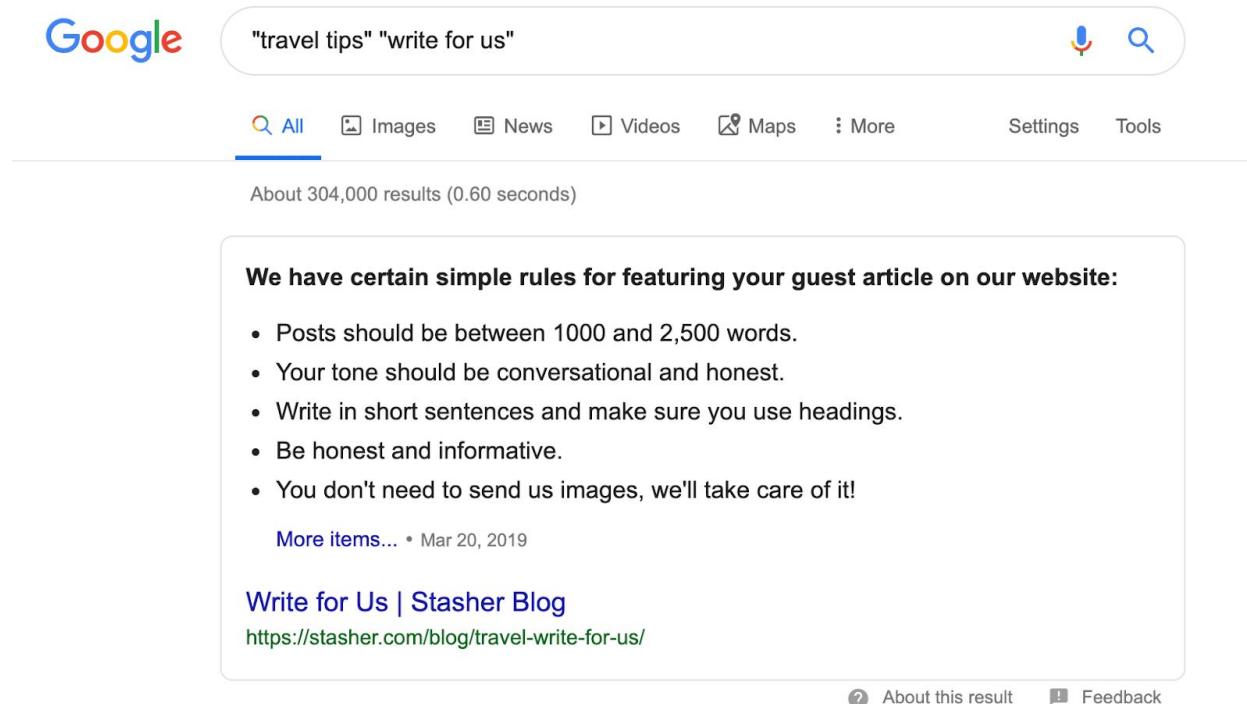
The screenshot shows a Moz blog post. At the top, there's a navigation bar with 'MOZ' logo, 'Products', 'Blog' (which is highlighted in a light blue box), and 'About'. To the right are 'Resources', 'Moz Pro', 'Moz Local', 'Free SEO Tools', and a 'Log in' button. Below the navigation is a search bar. The main content area features a circular profile picture of a man (Tommy Griffith) and the text 'By: Tommy Griffith'. The title of the post is 'A Simple Guide to Adding the Google Remarketing Pixel to Your Site'. Below the title is a category link 'Paid Search Marketing (PPC)'. A small note at the bottom states: 'This YouMoz entry was submitted by one of our community members. The author's views are entirely his or her own (excluding an unlikely case of hypnosis) and may not reflect the views of Moz.'.

I included a link to this site in the body.

You now have Remarketing installed across your site! I added remarketing tags to my side project, [ClickMinded](#), and have been able to play with the messaging that previous visitors to my site receive while they're browsing any site in the AdSense network. It's an extremely powerful tool, and there aren't a lot of reasons not to add the tag, even if you don't have any budget allocated for paid marketing.

It's a helpful post, published in a relevant site in my industry, with a non-spammy link to my site.

An easy way to find guest posting opportunities is to search Google using advanced search operators.



Google search results for the query "travel tips" "write for us". The results page shows a snippet from the Stasher blog detailing guest posting rules, followed by links to the Stasher blog and Travango.co.uk.

"travel tips" "write for us"

All Images News Videos Maps More Settings Tools

About 304,000 results (0.60 seconds)

We have certain simple rules for featuring your guest article on our website:

- Posts should be between 1000 and 2,500 words.
- Your tone should be conversational and honest.
- Write in short sentences and make sure you use headings.
- Be honest and informative.
- You don't need to send us images, we'll take care of it!

More items... • Mar 20, 2019

Write for Us | Stasher Blog
<https://stasher.com/blog/travel-write-for-us/>

>About this result Feedback

Write for Us | Stasher Blog

<https://stasher.com/blog/travel-write-for-us/> ▾

Mar 20, 2019 - We have certain simple rules for featuring your guest article on our website: Posts should be between 1000 and 2,500 words. Your tone should be conversational and honest. Write in short sentences and make sure you use headings. Be honest and informative. You don't need to send us images, we'll take care of it!

Write for Us and Create a Travel Guest Post Today

<https://www.travango.co.uk> › Home › Travel Tips & Guides ▾

Oct 3, 2017 - We have now opened up our blog to guest posts by other bloggers. Anyone can submit a story or city travel guide, travel tips or an informative ...

Try these searches for your target keyword:

- "[keyword]" "write for us"
- "[keyword]" "become a contributor"
- "[keyword]" "submit guest post"
- "[keyword]" "guest post by"
- "[keyword]" "guest post"
- "[keyword]" inurl:blog "contributor guidelines"

- “[keyword]” inurl:blog “write for”

Reach out to the blogs or websites that make sense, it may be a good idea to have a few post pitches prepared beforehand.

ProTip: if you have already guest posted on other sites, send over examples along with your pitch to build some credibility.

Here are some resources to help you build links through guest blogging:

- [How to Get Massive SEO Intelligence with Advanced Google Search Operators](#)
- [Guest Blogging for SEO: How to Build High-quality Links at Scale](#)
- [17 Guest Posting Tips I Learned From Failing Thousands Of Times](#)

Use Resource Page Link Building

Resource pages are curated lists that link to helpful content, resources, or tools.

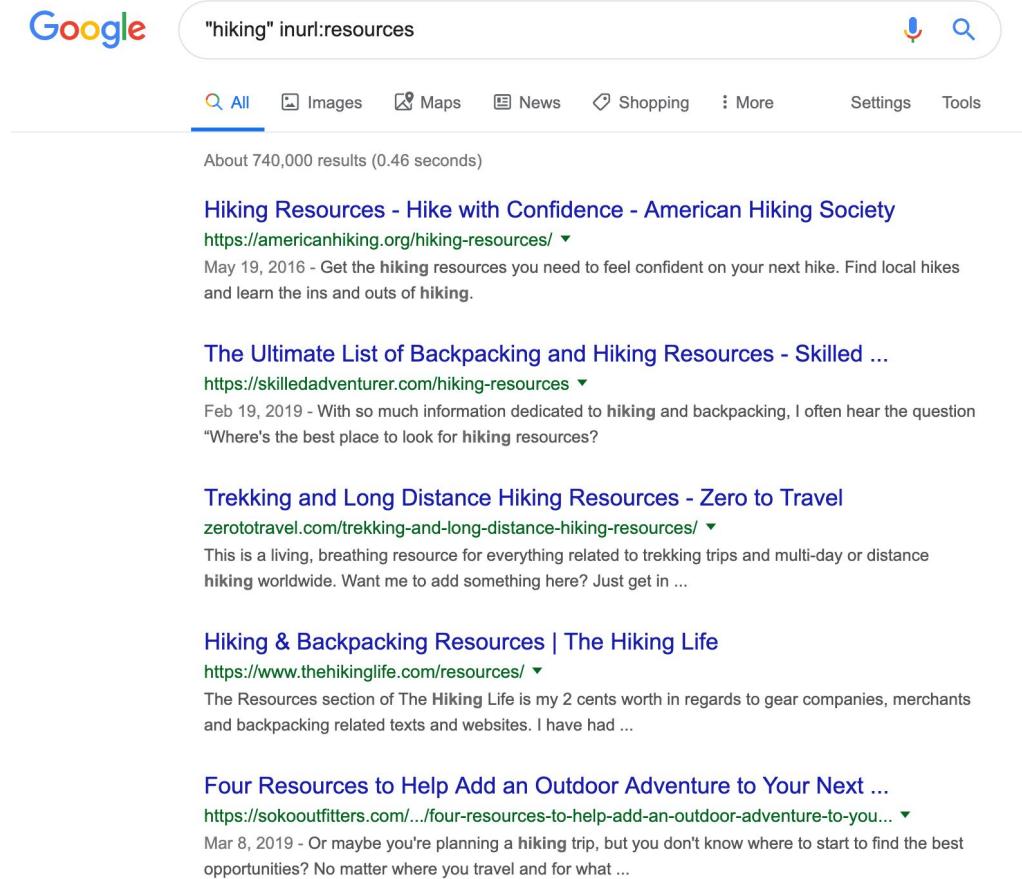
In other words, they are designed to provide links to other sites.

Check out this link we got from Advanced Web Ranking on a page about the [best resources to learn SEO](#).

44. [SEO training from ClickMinded](#) – For most folks, the easiest way to learn something is by taking a very neat and organized approach, and that's where courses like the one offered by Click Minded come in. This SEO learning course takes you through all the steps you need to learn in order to apply optimization techniques correctly, from search fundamentals all the way to mobile SEO and internationalization. You must pay for access to the full course, but the first four modules are free, so you can check it out and see how it suits you before buying. You also get a team discount if you want to purchase it for your company. Moreover, Click Minded has been offering the course for free to refugees on US soil – a laudable attitude that you can learn more about [here](#).

Just reach out to authors of these resource pages and ask them to include your content or page in it.

You can find these opportunities in Google by using advanced search operators:



A screenshot of a Google search results page. The search query is "hiking" inurl:resources. The results are as follows:

- Hiking Resources - Hike with Confidence - American Hiking Society**
<https://americanhiking.org/hiking-resources/> ▾
May 19, 2016 - Get the hiking resources you need to feel confident on your next hike. Find local hikes and learn the ins and outs of hiking.
- The Ultimate List of Backpacking and Hiking Resources - Skilled ...**
<https://skilledadventurer.com/hiking-resources> ▾
Feb 19, 2019 - With so much information dedicated to hiking and backpacking, I often hear the question "Where's the best place to look for hiking resources?"
- Trekking and Long Distance Hiking Resources - Zero to Travel**
<https://zerototravel.com/trekking-and-long-distance-hiking-resources/> ▾
This is a living, breathing resource for everything related to trekking trips and multi-day or distance hiking worldwide. Want me to add something here? Just get in ...
- Hiking & Backpacking Resources | The Hiking Life**
<https://www.thehikinglife.com/resources/> ▾
The Resources section of The Hiking Life is my 2 cents worth in regards to gear companies, merchants and backpacking related texts and websites. I have had ...
- Four Resources to Help Add an Outdoor Adventure to Your Next ...**
<https://sokooutfitters.com/.../four-resources-to-help-add-an-outdoor-adventure-to-you...> ▾
Mar 8, 2019 - Or maybe you're planning a hiking trip, but you don't know where to start to find the best opportunities? No matter where you travel and for what ...

Try these searches for your target keyword:

- "[keyword]" inurl:resources
- "[keyword]" intitle:"resources"
- "[keyword]" intitle:"useful resources"
- "[keyword]" inurl:links intitle:"link resources"
- "[keyword]" intitle:"useful links"
- "[keyword]" inurl:additionallinks

Here are some resources to help you build links from resource pages:

- [How to Get Massive SEO Intelligence with Advanced Google Search Operators](#)
- [Link Building Techniques: Resource Page Link Building](#)

Get Interviewed on Podcasts

Podcasts are growing in popularity and many people are jumping into the channel.

What most people don't realize is that this is a massive link building opportunity (credit to Brian Dean from Backlinko, who wrote about this tactic on his blog).

Aside from Spotify, iTunes, and Stitcher, people usually publish their podcast episodes as posts on websites, along with the show notes.

So whenever you appear on a podcast, you'll likely get a link back to your site.

Mentioned in the episode:

- [Before the Exit – Our New Book](#)
- [TMBA Masterminds](#)
- [Sponsor the TMBA Podcast](#)
- [The Dynamite Circle](#)
- [The DC Podcast](#)
- [Help Us Choose a New Name for the TropicalMBA Podcast](#)
- [DC BKK](#)
- [Dynamite Jobs](#)
- [Tommy Griffith](#)
- [ClickMinded](#) 
- [Burning the Boats: Going All In on a Side Project](#)
- [The Digital Marketing Strategy Guide](#)
- [The SEO Strategy Guide](#)
- [AppSumo](#)
- [Trust Me, I'm Lying by Ryan Holiday](#)
- [Naval Ravikant](#)
- [Sapiens by Yuval Noah Harari](#)
- [Mark Manson](#)
- [The Myth of Sisyphus by Albert Camus](#)
- [Sammy Hagar on The Forward Podcast with Lance Armstrong](#)

Come up with a compelling story that's relevant to podcasts in your niche and pitch it to them.

You can use [Chartable's charts](#) to find podcasts in your industry.

Chartable

Search... Analytics SmartLinks

Apple Podcasts Charts

United States of America Podcast Charts

Podcasts

- All Podcasts
- Arts
 - Design
 - Fashion & Beauty
 - Food
 - Literature
 - Performing Arts
 - Visual Arts
- Business
 - Business News
 - Careers
 - Investing
 - Management & Marketing
 - Shopping
- Comedy
- Education
 - Educational Technology
 - Higher Education
 - K-12
 - Language Courses
 - Training

Episodes

- All Podcasts
- Arts
 - Design
 - Fashion & Beauty
 - Food
 - Literature
 - Performing Arts
 - Visual Arts
- Business
 - Business News
 - Careers
 - Investing
 - Management & Marketing
 - Shopping
- Comedy
- Education
 - Educational Technology
 - Higher Education
 - K-12
 - Language Courses
 - Training

Here's a great guide on how to appear on podcasts:

- [How To Get Podcast Interviews \(+ Free Pitch Outreach Templates\)](#)

Get Media Mentions With HARO

Help a Reporter Out (HARO) is a daily newsletter that will send you requests from reporters, authors, and publishers who want to write stories.

This is how a request might look like:

Query:

Weight lifting is one of the main ways to combat age-related muscle loss, but seniors without experience may not know how to start strength training in a way that's safe.

I'm looking for tips from experts on how seniors can start weight lifting safely, as well as any suggested exercises to try.

Requirements:

Please send a few lines or paragraphs with your suggestions. Health and fitness professionals preferred. Thanks!

If you can't afford or don't have time to do PR, this is an easy way to get media mentions.

Check out this link we got via a HARO request:



[Home](#) [Our Purpose](#) [How It Works](#) [Brand Intelligence](#)

TOMMY GRIFFITH, FOUNDER AT CLICKMINDED

I was previously an SEO Manager at PayPal and Airbnb, and now I run a startup called ClickMinded, a digital marketing training course for marketers and entrepreneurs: <https://www.clickminded.com>

There's a number of tools you can use in 2019 to accelerate your digital marketing efforts. Here are some of our favorites:

Here are some links to help you get started:

- [HARO](#)
- [How to Build Backlinks and Get Press Using HARO \[Case Study\]](#)

Provide Testimonials for Your Favorite Tools, Services, or Companies

Convincing someone to link to you is always a challenge—it's particularly hard to not come off as trying to use other people's websites to promote your own business.

That's why I like this tactic.

Instead of being self-promotional, this tactic is about helping others promote their business.

If there's a tool, service, or company you like that includes testimonials on their site, you can write a review for them to publish it.

Often times (not always!) you'll get a link to your site along with that.

DON'T TAKE OUR WORD

Amazing work - thank you so much!



TOMMY GRIFFITH

Click Minded



Use Broken Link Building

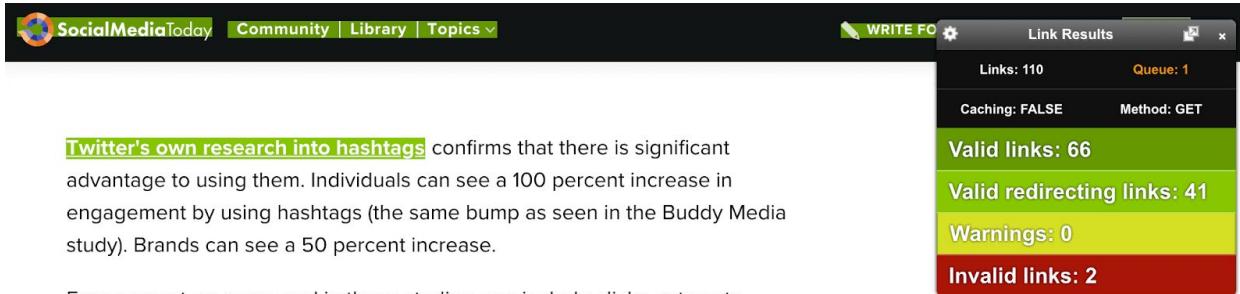
Remember how I mentioned “Fix Broken Inbound Links” as an easy link opportunity?

When other websites don’t fix their broken inbound links, and this happens a lot for larger websites, that’s an opportunity for you.

There are several approaches to finding these broken links:

Approach #1: Use a Chrome extension

You can use a Chrome extension like [Check My Links](#) to try to find broken links in pages.



SocialMediaToday | Community | Library | Topics

Link Results

Links: 110 Queue: 1

Caching: FALSE Method: GET

Valid links: 66

Valid redirecting links: 41

Warnings: 0

Invalid links: 2

Twitter's own research into hashtags confirms that there is significant advantage to using them. Individuals can see a 100 percent increase in engagement by using hashtags (the same bump as seen in the Buddy Media study). Brands can see a 50 percent increase.

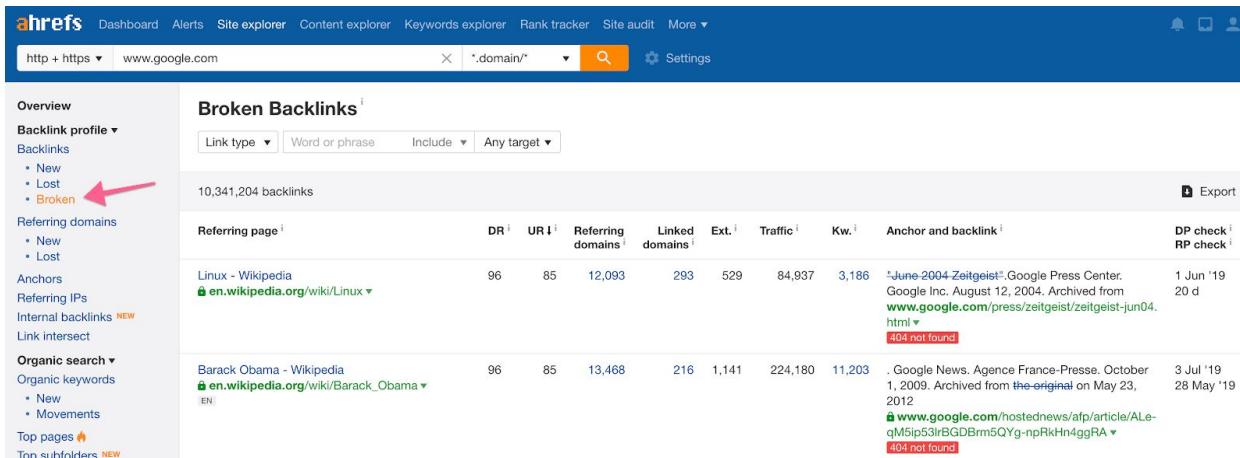
Engagement, as measured in these studies, can include clicks, retweets, favorites, and replies, yet if it's only retweets your after, hashtags still would be a smart bet.

Tweets with one or more hashtag are 55 percent more likely to be retweeted.

Dan Zarella discovered this effect [\[404\]](#) in a study on retweeting behavior that included more than 1.2 million tweets. The large scope of the study made for a 99.9 percent confidence interval with the results.

Approach #2: Find broken inbound links to your competitors

Grab your biggest competitors and use ahrefs to find all their broken inbound links.



ahrefs Dashboard Alerts Site explorer Content explorer Keywords explorer Rank tracker Site audit More ▾

http + https ▾ www.google.com X *.domain/* ▾

Link type ▾ Word or phrase Include ▾ Any target ▾

Overview Backlink profile ▾ Backlinks ▾ New ▾ Lost ▾ Broken ▾ Referring domains ▾ New ▾ Lost ▾ Anchors Referring IPs Internal backlinks NEW Link intersect Organic search ▾ Organic keywords ▾ New ▾ Movements ▾ Top pages 🔥 Top subfolders NEW

Broken Backlinks

Referring page	DR	UR	Referring domains	Linked domains	Ext.	Traffic	Kw.	Anchor and backlink	DP check	RP check
Linux - Wikipedia en.wikipedia.org/wiki/Linux	96	85	12,093	293	529	84,937	3,186	"June 2004 Zeitgeist". Google Press Center. Google Inc. August 12, 2004. Archived from www.google.com/press/zeitgeist/zeitgeist-jun04.html	1 Jun '19	20 d
Barack Obama - Wikipedia en.wikipedia.org/wiki/Barack_Obama	96	85	13,468	216	1,141	224,180	11,203	Google News. Agence France-Presse. October 1, 2009. Archived from the original on May 23, 2012. www.google.com/hostednews/afp/article/ALeqM5ip53rBGDBrm5QYg-npRkHn4ggRA	3 Jul '19	28 May '19

Approach #3: Find broken outbound links on authoritative sites in your niche

If there's an authoritative website in your niche you want to get links from, you can scrape their site to find broken outbound links.

ahrefs is also a great tool for this, but you can also use something free like Screaming Frog.

ClickMinded

Overview

Backlink profile ▾

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchors

Referring IPs

Internal backlinks NEW

Link intersect

Organic search ▾

Organic keywords

- New
- Movements

Top pages 🔥

Top subfolders NEW

Top subdomains

Competing domains

Competing pages

Content gap 🔍

Pages ▾

Best by links

Best by links' growth

Top content

Outgoing links ▾

Linked domains

Anchors

Broken links (arrow)

Paid search ▾

PPC keywords

Ads

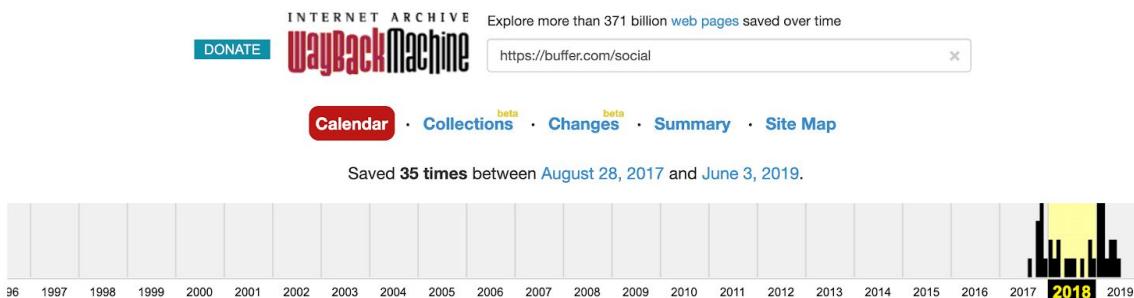
Broken Links i

Link type ▾
1,362 pages with broken links
Export

Referring page	UR ↓	Int.	Ext.	Anchor and link	DP check <small>i</small>	RP check <small>i</small>
Pablo by Buffer - Design engaging images for your social media posts in under 30 seconds pablo.buffer.com/ ▾	82	18	8	Get in Touch Submit an Idea buffer.uservoice.com/forums/85149-general ▾ 404 not found	17 Apr '19	3 d
How Twitter's Expanded Images Increase Clicks, Retweets & Favorites buffer.com/resources/the-power-of-twitters-new-expanded-images-and-how-to-make-the-most-of-it ▾	74	69	36	Dan also found that Tweets including Instagram links were 42% less likely to be Retweeted. danzarella.com/use-images-on-twitter-to-get-more-retweets.html ▾ 404 not found	12 Apr '19	2 d
The Ideal Length for All Online Content buffer.com/library/the-ideal-length-of-everything-online-according-to-science ▾	54	78	71	IMAGE Pic1 bufferblog.wpengine.netdna-cdn.com/wp-content/uploads/2013/04/Pic1.jpg ▾ 404 not found	3 Jul '19	6 d
How to Use Hashtags: How Many, Best Ones, and Where to Use Them buffer.com/library/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many ▾	54	71	87	IMAGE Interactions by hashtags from trackMaven bufferblog.wpengine.netdna-cdn.com/wp-content/uploads/2013/10/Interactions-by-hashtag_-1k.jpg ▾ 404 not found	30 Jun '19	3 d
a lot of analysis left to be done. For instance, Social Bakers studied posts in February of this year and found that using hashtags might not be the main worry, www.socialbakers.com/blog/2126-the-ultimate-guide-to-hashtags 6. The Golden Number of Hashtags ▾ 404 not found					10 Jun '19	3 d
Open Salaries at Buffer: Our Transparent Formula and All Our Salaries open.buffer.com/introducing-open-salaries-at-buffer-including-our-transparent-formula-and-all-individual-salaries ▾	52	67	315	Pingback: Are we all on the same page? Thrive ▾ 404 not found	6 Jul '19	6 d
Pinnbank: Why Keeping Salaries a Secret May Hurt Your Company, Really Pinnbank ▾					5 Jul '19	

Once you've identified the broken links, you need to provide websites with an alternative to link to.

You can use Wayback Machine to find what the content of a broken URL was before it was taken down or removed.



JAN						FEB				MAR					APR				
1	2	3	4	5	6	1	2	3	1	2	3	8	9	10	11	12	13	14	
7	8	9	10	11	12	13	4	5	6	7	8	9	10	4	5	6	7	8	
14	15	16	17	18	19	20	11	12	13	14	15	16	17	11	12	13	14	15	
21	22	23	24	25	26	27	18	19	20	21	22	23	24	18	19	20	21	22	
28	29	30	31				25	26	27	28	29	30	31	25	26	27	28	29	

Understand what the content was, create something better or more up-to-date, and reach out to people linking to it letting them know they have a broken link (and you have something they can easily substitute it with).

Here are some great resources on how to build links through broken links:

- [Check My Links](#)
- [ahrefs](#)
- [Screaming Frog](#)
- [Wayback Machine](#)
- [Link Building Techniques: Broken Link Building](#)

Technical SEO Checklist

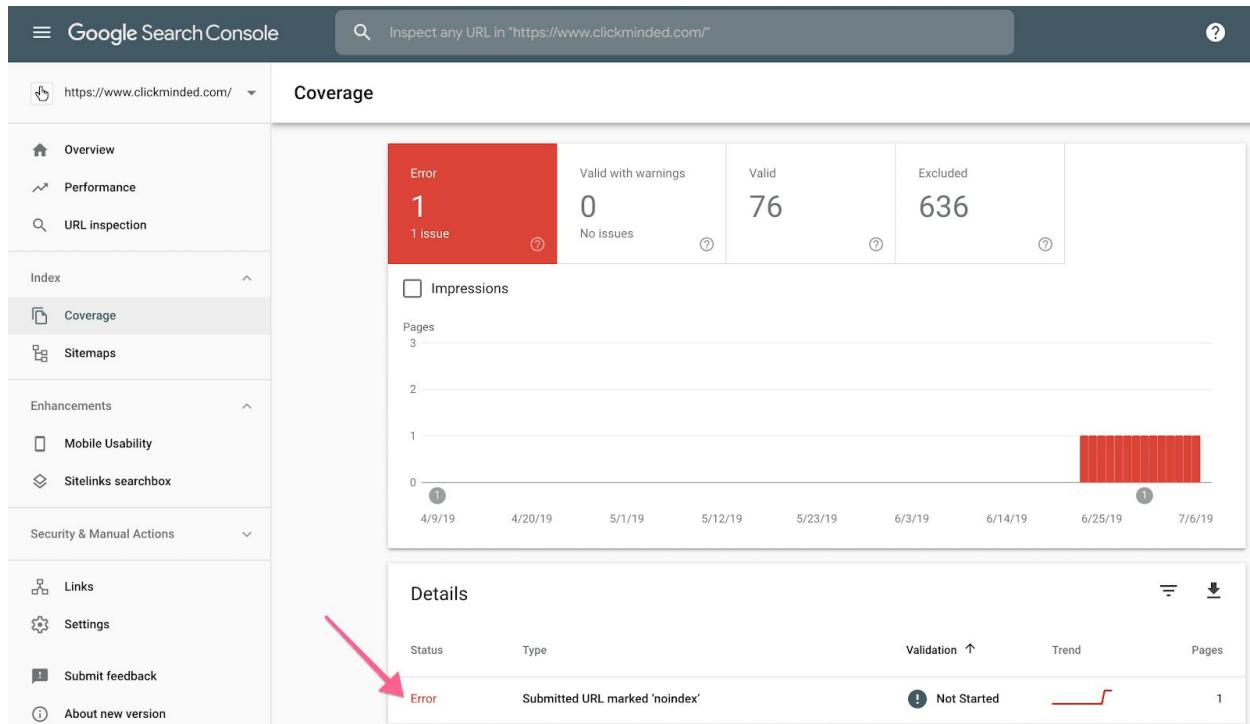
Technical SEO is everything you do to make it easier for search engines to find your website.

Technical issues can prevent your site from ranking and getting organic traffic.

Fix Crawl Errors

Crawl errors are those preventing Google from viewing your content.

You can find them using the Coverage report in Google Search Console.



Fix all the errors you find in this report and monitor Search Console to fix new issues as they come up.

Here are great resources on fixing crawl errors:

- [Google Search Console](#)
- [A simple guide to understanding response codes](#)
- [How to Fix Crawl Errors](#)

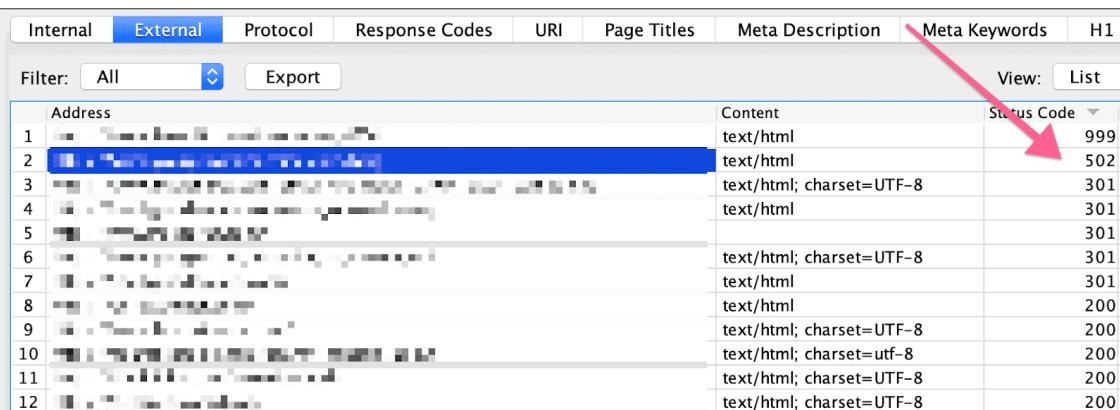
Fix Broken Links

Broken links on your site send a bad signal to Google.

A site with a lot of broken backlinks is probably not up-to-date and unlikely to provide a valuable answer to searchers.

You should try to avoid having broken links on your site.

To find broken links, you can use Screaming Frog or ahrefs.



Address	Content	Status Code
1	text/html	999
2	text/html	502
3	text/html; charset=UTF-8	301
4	text/html	301
5		301
6	text/html; charset=UTF-8	301
7	text/html	301
8	text/html	200
9	text/html; charset=UTF-8	200
10	text/html; charset=utf-8	200
11	text/html; charset=UTF-8	200
12	text/html; charset=UTF-8	200

Switch to HTTPS

In an effort to make the web “safer” for users, Google has made a push for more websites to use HTTPS.

So you might see a small ranking boost by switching from HTTP to HTTPS.

ProTip: if you’re starting a new site, you should use HTTPS right away and save yourself the trouble of switching later on.

Here are great resources that might come in handy when switching to HTTPS:

- [HTTP to HTTPS: An SEO’s guide to securing a website](#)
- [How to Correctly Create and Verify a 301 Redirect](#)

Make Sure Your Site Doesn't Have Duplicate Content

Duplicate content issues happen when two or more URLs on your site are identical or very similar.

This can dilute the SEO value of your content among several URLs.

Use 301 redirects, canonical tags or use Google Search Console to fix any duplicate content that might be indexing and penalizing your site.

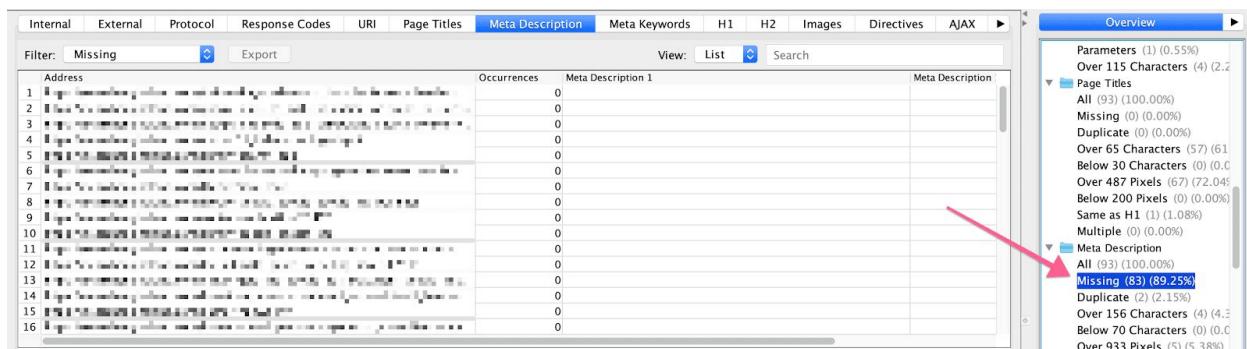
Here are great resources to help you deal with duplicate content

- [Rel Canonical Tag: How to Optimize Link Rel="Canonical" For SEO](#)
- [How to Create and Verify a 301 Redirect](#)
- [Google Search Console](#)

Fix Any Missing or Duplicate Meta Tags

Missing or duplicate meta tags (title and meta description) can hurt your site.

Screaming Frog is my favorite tool to find these:



Once you've identified the URLs with issues, just head over to Yoast (if you're using WordPress) and fix them.

Here are some resources to help you deal with duplicate or missing meta tags:

- [Screaming Frog](#)
- [Yoast SEO](#) (for WordPress users)

Fix Bad Redirects

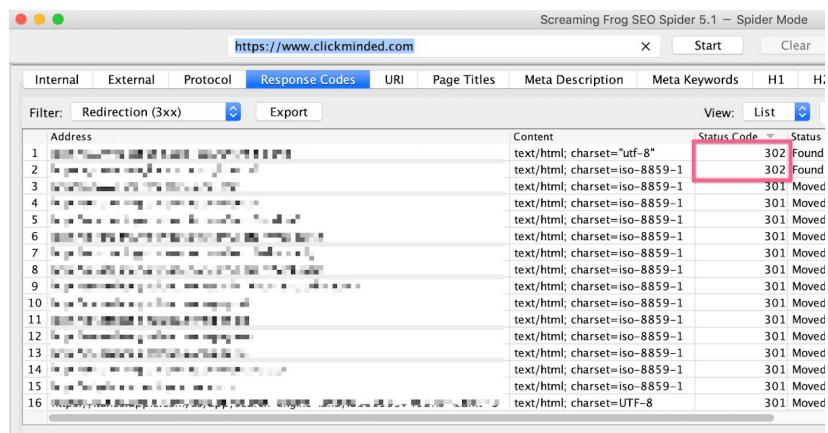
There are 2 common issues with redirects:

Common issue #1: 302s that should be 301s

A 301 redirect is a permanent redirect and passes almost all SEO value from the old page to the new one. This is a good redirect.

A 302 is a temporary redirect. It's used for site maintenance or time-specific promotions. The SEO value of the redirected page is not passed to the new destination.

Use Screaming Frog to crawl your site and find 302 redirects:



Address	Content	Status Code	Status
1	text/html; charset="utf-8"	302	Found
2	text/html; charset=iso-8859-1	302	Found
3	text/html; charset=iso-8859-1	301	Moved
4	text/html; charset=iso-8859-1	301	Moved
5	text/html; charset=iso-8859-1	301	Moved
6	text/html; charset=iso-8859-1	301	Moved
7	text/html; charset=iso-8859-1	301	Moved
8	text/html; charset=iso-8859-1	301	Moved
9	text/html; charset=iso-8859-1	301	Moved
10	text/html; charset=iso-8859-1	301	Moved
11	text/html; charset=iso-8859-1	301	Moved
12	text/html; charset=iso-8859-1	301	Moved
13	text/html; charset=iso-8859-1	301	Moved
14	text/html; charset=iso-8859-1	301	Moved
15	text/html; charset=iso-8859-1	301	Moved
16	text/html; charset=UTF-8	301	Moved

Replace (almost all) 302 redirects with 301 redirects.

Common issue #2: redirect chains

The more redirects Google has to go through to find a URL, the less value is passed from the original URL.

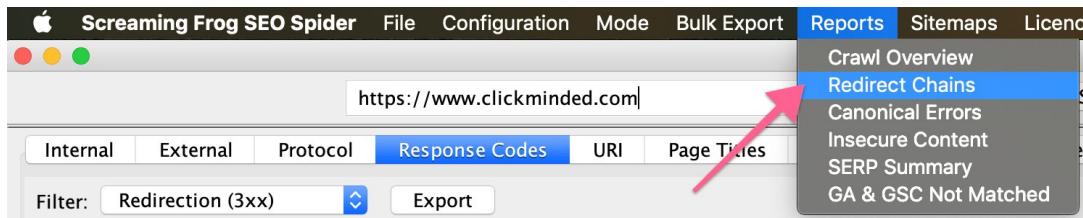
A redirect chain might look like:

1. **www.yourwebsite.com/page-1** redirects to **www.yourwebsite.com/page-2**
2. **www.yourwebsite.com/page-2** redirects to **www.yourwebsite.com/page-3**

Instead of having to pass through **www.yourwebsite.com/page-2**, it's better to just do this in one step:

1. www.yourwebsite.com/page-1 redirects to www.yourwebsite.com/page-3

Use Screaming Frog's redirect chain report to find these:



Here are some resources to help you fix bad redirects:

- [Screaming Frog](#)
- [How to Create and Verify a 301 Redirect](#)

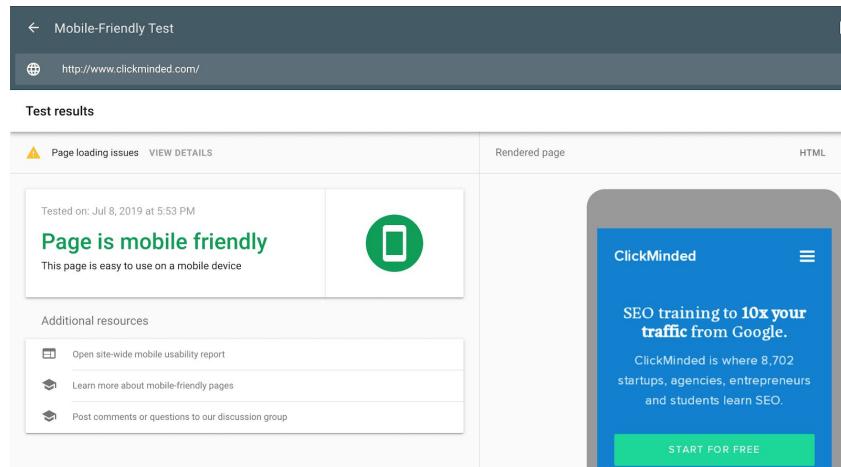
Make Your Site Mobile Friendly

As an increasing amount of web traffic comes from mobile devices, having a site that is not responsive to different screen sizes and shapes will negatively impact usability, especially for local searches.

Plus, Google recently deployed the [mobile-first index](#), which means they'll use the mobile (not the desktop) version of your site to crawl and index it.

They are basically saying: "if your site isn't mobile-friendly, it won't rank highly on Google".

You can use [Google's Mobile-Friendly Test](#) tool to check your site:



If you're using a CMS, use or switch to a responsive theme.

Speed Up Your Site

Search engines value sites that provide a good user experience and the speed of your site is a huge factor.

A slow loading site will increase your bounce rate, as visitors lose patience and leave.

Many tools offer speed tests along with suggestions on how to make your site faster.

Your Results:

[DOWNLOAD HAR](#) [SHARE RESULT](#)

	Performance grade B 81	Page size 1.3 MB
Load time 993 ms	Requests 74	
Improve page performance		
GRADE	SUGGESTION	
F 34	Compress components with gzip	▼
F 45	Use cookie-free domains	▼
F 45	Add Expires headers	▼
C 80	Avoid URL redirects	▼
B 90	Reduce DNS lookups	▼
A 92	Make fewer HTTP requests	▼
A 100	Avoid empty src or href	▼

ProTip: It's super easy to get caught up in trying to fix all of these speed issues and getting a perfect score. DON'T do this—in general, try to fix the ones you can easily fix in a day or less, and then move on.

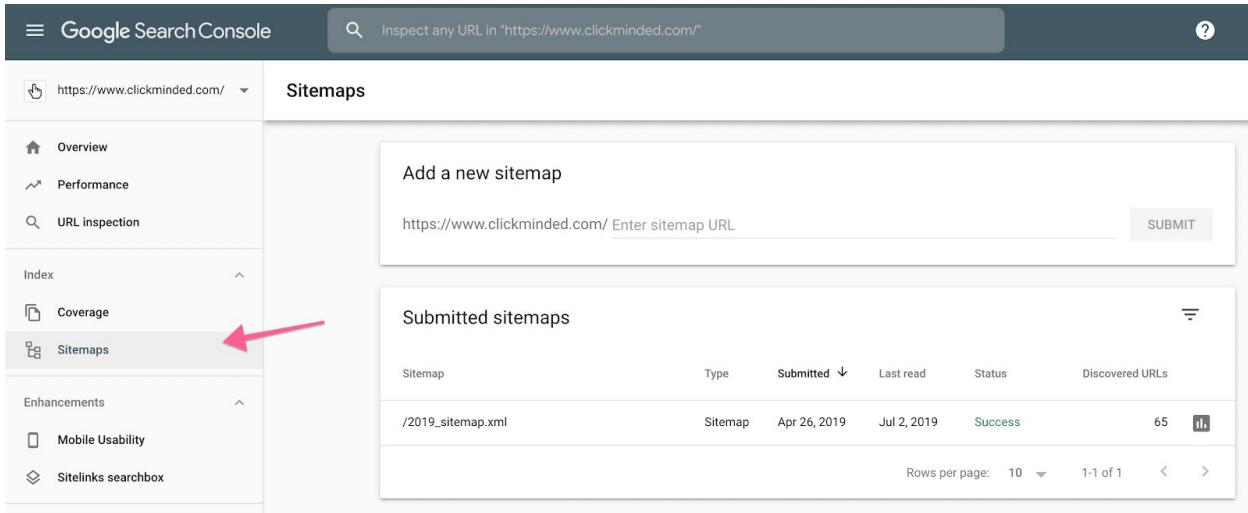
Here are some tools you can use to make your site faster:

- [PageSpeed Insights](#)
- [Gift of Speed](#)
- [GTMetrix](#)
- [Pingdom](#)

Create an XML Sitemap and Submit it to Google Search Console

An XML sitemap helps search engines understand the structure of your site and find all the pages that you want to be indexed.

You can use Google Search Console to submit your sitemap to Google:



The screenshot shows the Google Search Console interface. The left sidebar has a dropdown for the site URL (https://www.clickminded.com/), followed by sections for Overview, Performance, URL inspection, Index, Coverage (which is expanded), Sitemaps (which is highlighted with a red arrow), Enhancements, Mobile Usability, and Sitelinks searchbox. The main content area is titled 'Sitemaps'. It has a 'Add a new sitemap' section with a text input for 'Enter sitemap URL' and a 'SUBMIT' button. Below that is a 'Submitted sitemaps' section with a table. The table has columns for Sitemap, Type, Submitted (sorted by date), Last read, Status, and Discovered URLs. One row is shown: '/2019_sitemap.xml' (Type: Sitemap, Submitted: Apr 26, 2019, Last read: Jul 2, 2019, Status: Success, Discovered URLs: 65). At the bottom of the table are buttons for 'Rows per page' (set to 10), '1-1 of 1', and navigation arrows.

Plus, if you're using Yoast SEO, the plugin will take care of your sitemap and update it automatically.

If you're not using Yoast, you can crawl your site with Screaming Frog and use it to generate a sitemap.

Here are some resources you can use to create and submit your sitemap:

- [Yoast SEO](#)
- [Screaming Frog](#)
- [Google Search Console](#)

Create a robots.txt File

Together with your XML sitemap, a robots.txt file will establish what activities crawlers are permitted to perform in relation to each page on your site.

Including one in the top-level directory allows you to control the way that a search engine crawls and indexes your site.

For example, you can block Google from crawling your WordPress login URL:

robots.txt Tester

Edit your robots.txt and check for errors. [Learn more.](#)

Latest version seen on 6/15/19, 1:01 AM OK (200) 39 Bytes ~

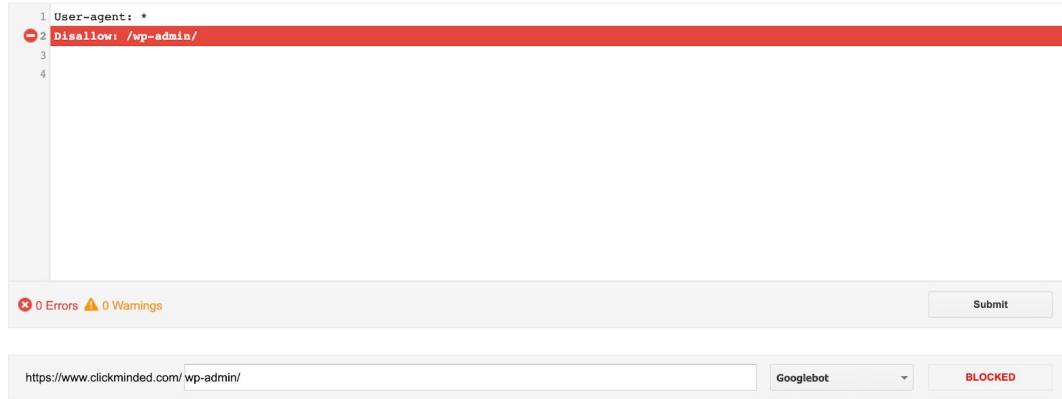
See live robots.txt

```
1 User-agent: *
2 Disallow: /wp-admin/
3
4
```

✖ 0 Errors ⚠ 0 Warnings

Submit

https://www.clickminded.com/ wp-admin/ Googlebot BLOCKED



These directions can be specified for different types of crawlers, allowing you to establish different protocols for different search engines.

Here are some resources you can use to create and test your robots.txt file:

- [Yoast SEO](#)
- [Google's robots.txt tester](#)

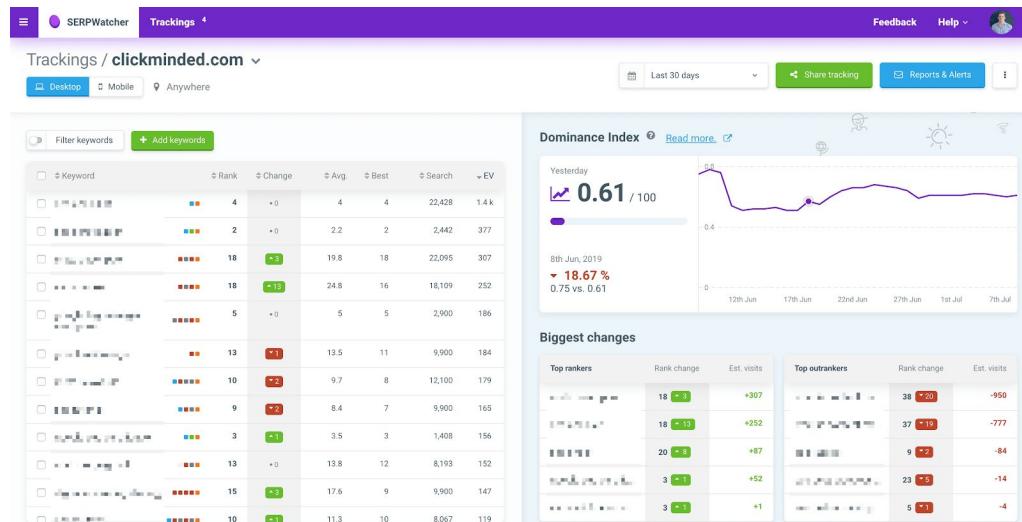
Bonus / Everything Else

These are some extra stuff you might want to check out now that you've gone through the rest of the items on this checklist.

Set Up Rank Tracking

Whenever I start working on an SEO project, one of the first things I do is set up rank tracking.

Doing this will allow you to easily monitor your website's rankings among dozens or hundreds of keywords.



Tracking your rankings lets you know whether your efforts are paying off.

These are the tools I like for rank tracking:

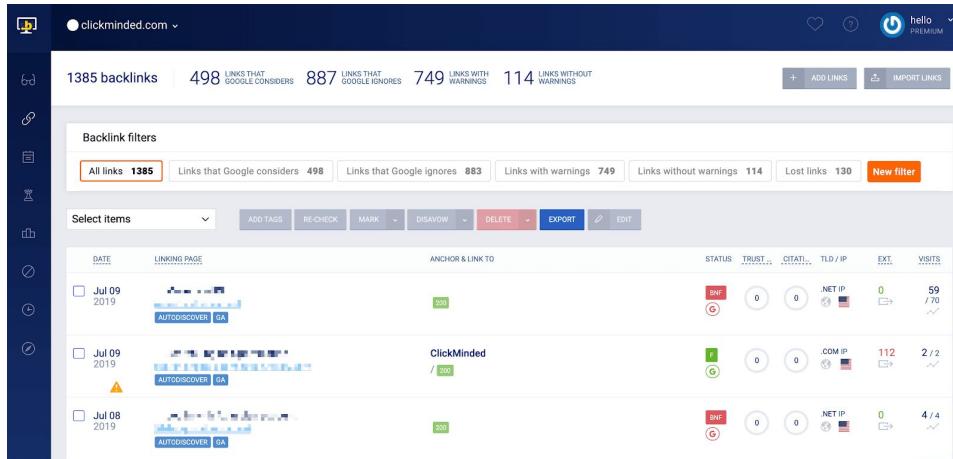
- [SERPWatcher](#)
- [ahrefs](#) (although they might take longer to update their rankings than SERPWatcher)

Set Up Link Monitoring

It's a good idea to set up link monitoring to know if your content is earning links or if your link building campaigns are working.

ClickMinded

Link monitoring tools will crawl the internet looking for links to your site and let you know whenever there's a new link (or a change on existing links).



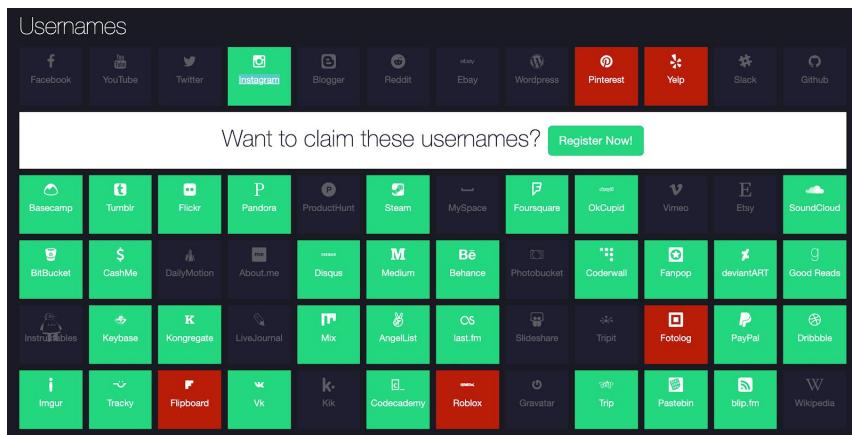
These are the tools I like for link monitoring:

- [Monitor Backlinks](#)
- [ahrefs](#)

Claim Your Brand Name on as Many Social Networking Sites as Possible

For reputation management reasons, not only do you want to make sure no one else gets your account name, but you can often own all the results on the first page of a search for your brand if you're a new website or company.

You can use [NameChk](#) to help with that.



ClickMinded

Set Up Bing Webmaster Tools

If you are in the US market, Bing is somewhat relevant in terms of share of search engine traffic.

[Bing Webmaster Tools](#), is the equivalent to Google's Search Console for Microsoft's search engine.

Use an SEO Audit Tool to Double-Check Everything

Performing an SEO audit manually is time-consuming and complicated. Fortunately, there are SEO auditing tools that can help with the process.

These will speed up the process, identifying errors and offering solutions. This allows you to spend more of your time working on overall strategy, instead of weeding out broken links.

ProTip: Remember that all of these are automated tools—they are good, but can sometimes recommend the wrong things and they are no substitute for a professional SEO. Always use your own judgment when checking automated reports.

Here are a few tools you can use to audit your site:

- [SEO audit tool](#)
- [Screaming Frog](#)
- [ahrefs](#)

Avoid Meta Keywords

A lot of shady SEOs will say you should use meta keywords.

Stay as far away from these people as possible.

Meta keywords are dead and will do nothing for you other than waste your time.

To learn more about this read: [Meta Keywords: The Internet's Saddest Little Meta Tag :\(](#)

Earn Your SEO Certification

ClickMinded is an SEO training course that teaches you exactly how to increase traffic to any website, as quickly as possible.

The course includes a final exam. Take the course, pass the final exam, and you'll earn your [SEO certification](#). It integrates seamlessly with LinkedIn.

ClickMinded certifications are designed to show future employers and clients that you understand how search engine optimization fundamentally works. We also have a [digital marketing certification](#) and a [social media marketing certification](#).

Important: we are very open about the fact that certifications don't mean that someone is good at SEO (or digital marketing)—but some people still want them for various reasons, so we offer them.

Boost the Impact of Your SEO Efforts With Other Marketing Channels

SEO works best when combined with other channels.

If you're just getting started on digital marketing or want to learn more about how to get more traffic and sales from other marketing channels, check out our free strategy guides:

- [Digital Marketing Strategy Guide](#)
- [Sales Funnel Strategy Guide](#)
- [Content Marketing Strategy Guide](#)
- [Email Marketing Strategy Guide](#)
- [Paid Advertising Strategy Guide](#)
- [Social Media Strategy Guide](#)
- [Website Analytics Strategy Guide](#)