

A background image showing a spiral-bound notebook with a pen resting on it, angled diagonally from the top left towards the bottom right. The notebook has a light-colored cover and a metal spiral binding. The pen is silver and black.

Search Engine Optimization (SEO) Guide + Checklist

SEO Checklist

What is SEO?

Search Engine Optimization (SEO) is the process of increasing organic traffic through visibility on search engines.

What are Keywords?

Keywords are popular words or phrases that people type in search engines to find relevant results. Based on the large amount of content and competitiveness between larger content producers, long-tail keywords are the best for niche searching.

For example if you are writing a blog post about 10 Vegan Snacks for Kids, the keyword vegan meals is very general. There is a greater possibility of not appearing in the search result for that term. Instead you could use vegan meals for kids, vegan snacks, vegan snacks for kids to appear in the results of exactly what a person is searching for.

SEO Tools

[BuzzSumo](#)

[Keyword.io](#)

[Ubersuggest](#)

[Google Trends](#)

[Google Analytics](#)

[Google Search Console](#)

[Keywords Everywhere](#)

[Keyword Sheeter](#)

[SEMrush](#)

[Screaming Frog](#)

This SEO Guide + Checklist will walk you through optimization tips to help you appear in results for your website content, and more specifically your blog post content.

If you find this guide + checklist helpful, please share on social media your completion + tag me so I can share.

Instagram: [@a.young.legend](#)

Facebook: [@TheAYoungLegend](#)

Twitter: [@amaralegett](#)

LinkedIn: Amara Leggett



Reach out to Contact@AYoungLegend.com if you have any questions or just to say hi!

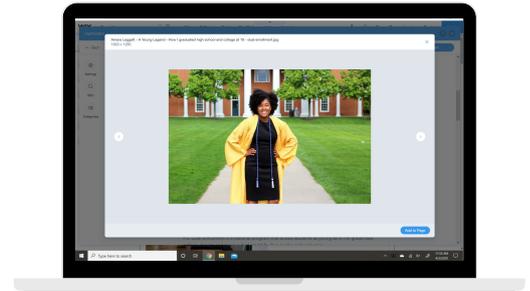
Website SEO

Images

By optimizing a website's images to be SEO friendly (includes keywords) your content can be discovered through the image filter on search results. A person can click the link of an image and land on your site.

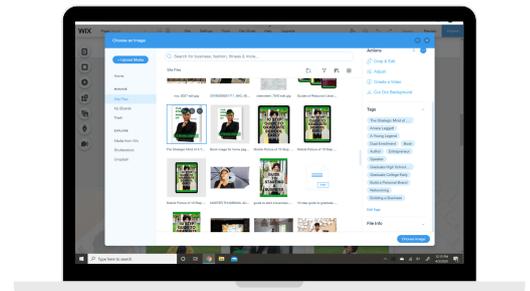
Image Name

Rename images to include keywords, brand name, and the type of content created.



Alt Tags

Add keywords in the Alt Tags of the images.



Alt Text

Create an image description with a summary of what the picture is about or trying to portray with keywords included.

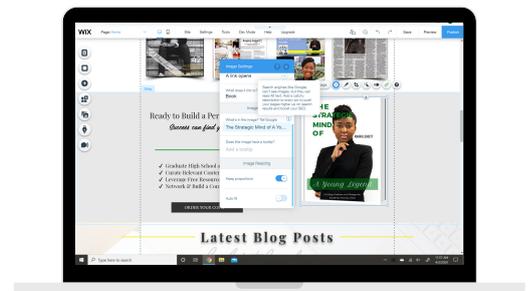
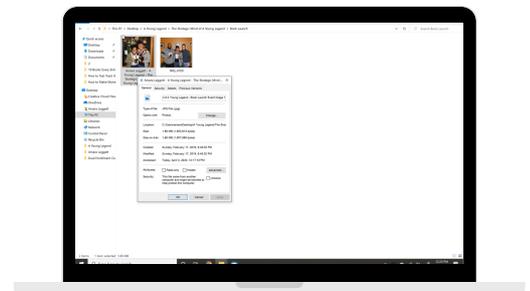


Image File Format

Compress image to a JPG file format to keep the size small and help your website load faster.



Pages

By optimizing the content of your website's pages, you can attract people organically. If a person search for a long tail keyword that you included throughout your website, your website or a specific page can be recommended as a top search result.

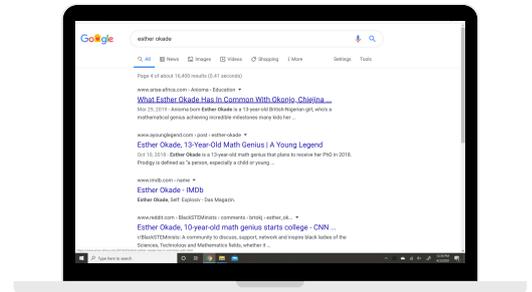
Page URL

Name page URLs to include keyword or the type of content but keep it short.



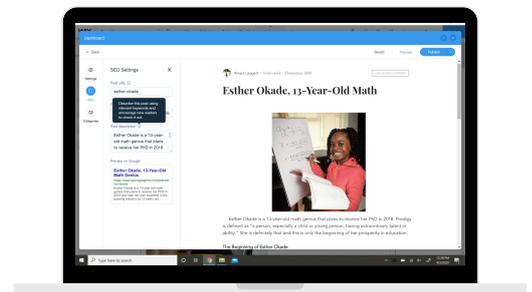
Page Title

Rename Page Title to the name of the site, page name + type of content.



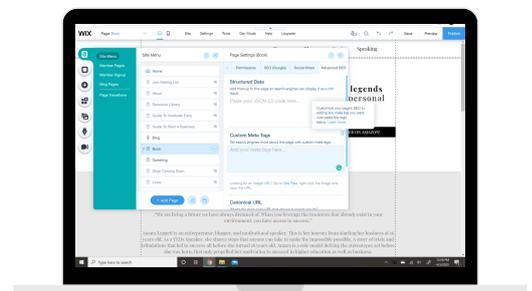
Page Description

Create Page Description that includes keywords.



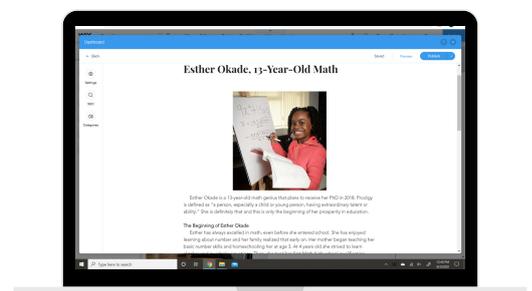
Meta Tags

Add meta tags (keywords) to further optimize each page. [Here](#) is an easy Meta Tag guide.



Keywords on Page

Include keywords in the first 100 words of each page.

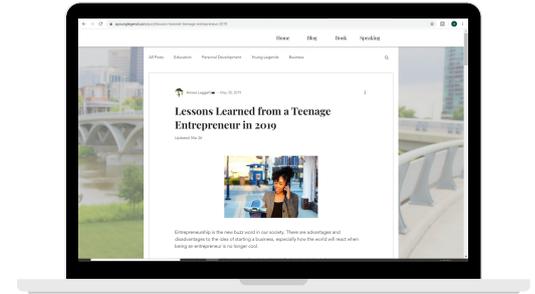


Blog Post SEO

By optimizing your blog posts, search engines are more likely to recommend the content written. Make each blog post SEO friendly for keywords and long tail keywords that people would type word for word in a search engine.

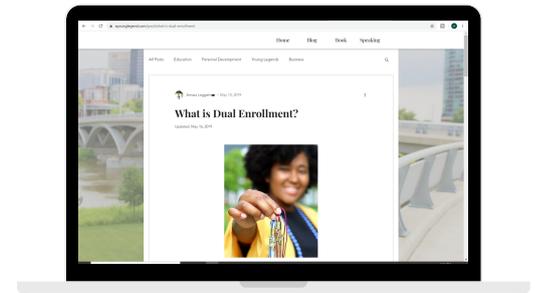
Blog Post URL

Make the blog post URL short and only include keywords.



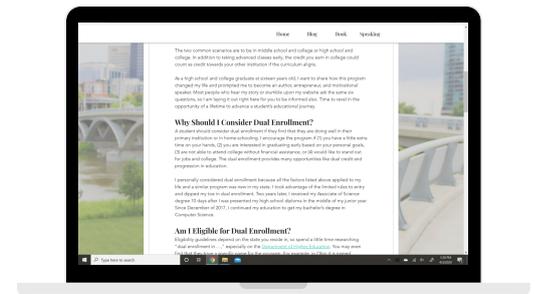
Blog Post Title

Create a title that someone would type in a search engine and would entice them to read it.



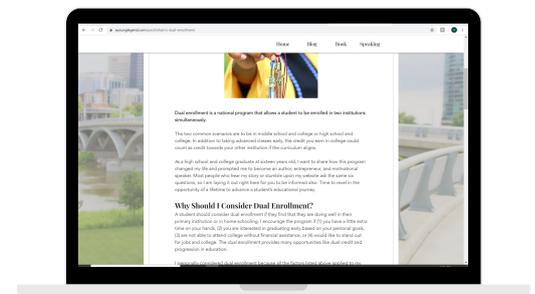
Subheaders

Use subheaders to break up blog post content with keywords included.



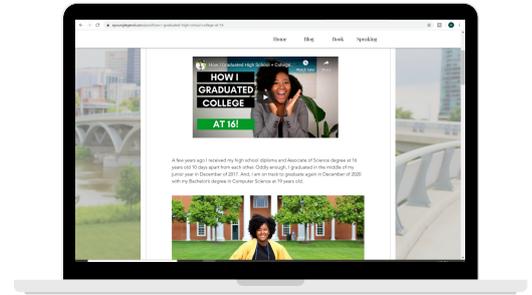
Keywords in Blog Post

Include keywords in the first 100 words of the post.



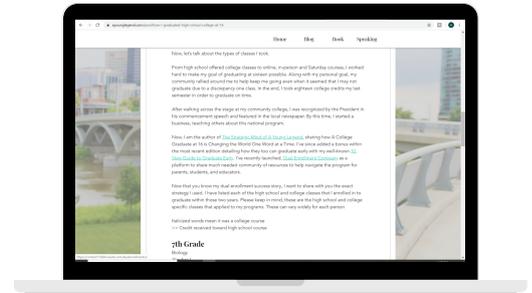
Multimedia

Add images and videos to provide diversity in how the content is consumed.



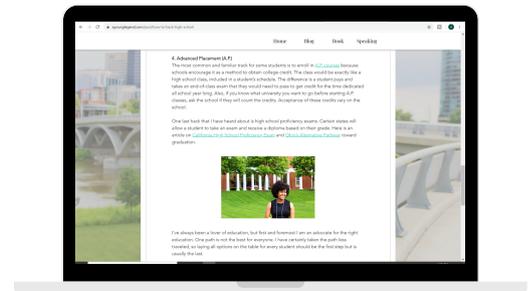
Internal Links

Add links to other pages on your website in your blog post



External Links

Includ links to credible sites to build the authority of your blog post.



SEO Experts to Follow

Neil Patel

Co-Founder, Neil Patel Digital
[NeilPatel.com](https://neilpatel.com)

Rand Fishkin

Co-Founder, Moz
[Moz.com](https://moz.com)

Brian Dean

CEO, Backlinko
[Backlinko.com](https://backlinko.com)

Guy Sheerit

CEO, Over the Top SEO
OverTheTopSEO.com