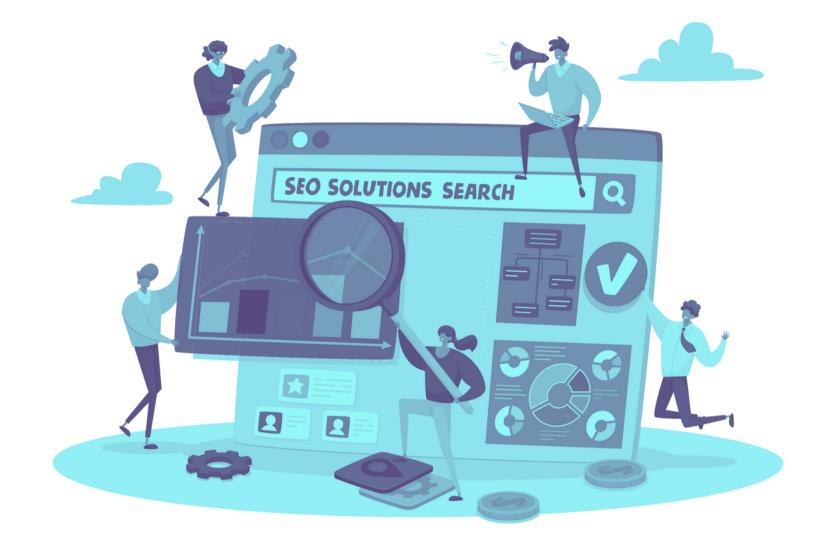


NEW VISION GROUP 2023 SEO Checklist

Optimizing your website for search is within your reach.

IT JUST TAKES ONE STEP AT A TIME.

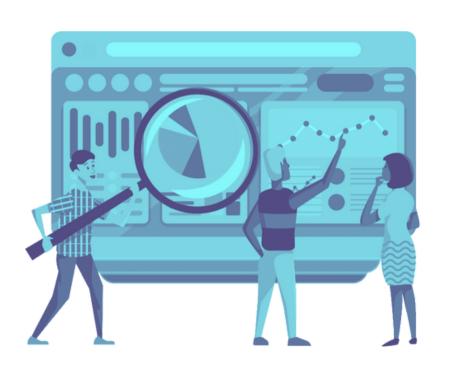


We created this SEO checklist with links to vital resources to help get you started on building your SEO Basics foundation. Everything in this checklist reflects a systematic work flow that we have developed over many years of working with clients to drive organic traffic, create positive user experiences, and convert users into customers.



How to use this checklist.

Each section will cover one of the fundamental areas of SEO. Everything you see on this checklist is incrementally, as well as cumulativley, important. Use this checklist as a framework

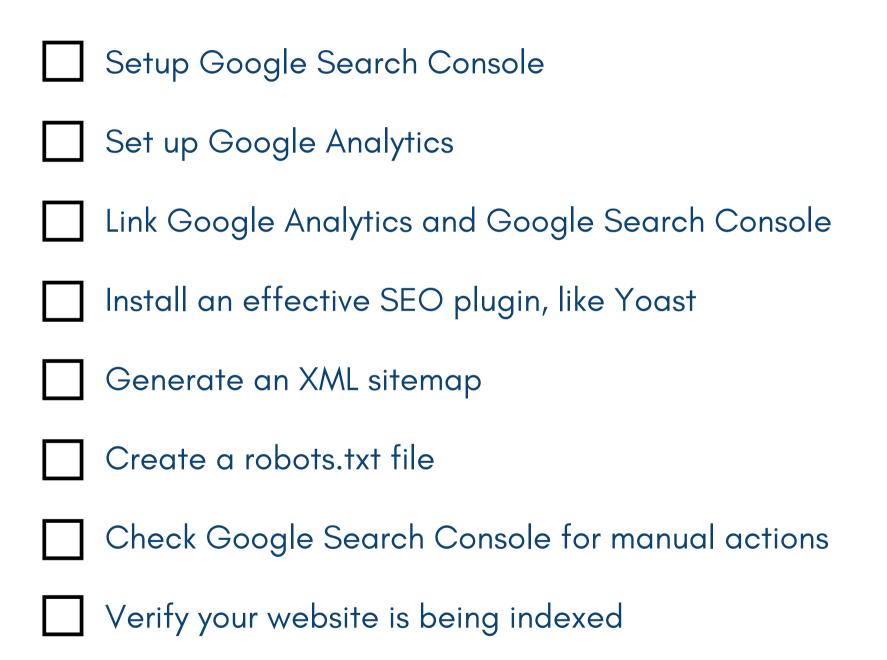


to build out your SEO strategy. The resources offered provide links to important sites that are vital to an effective SEO strategy. Remember one step at a time.

- 1 SEO Strategy & Analytics Setup
- 2 Keyword Research & Analysis
- 3 SEO Content Creation
- 4 On-Page SEO
- 5 On-Page Technical SEO
- 6 Off-Page SEO



SEO Strategy & Analytics Setup





Google Search Console

Google Analytics

Plug- In SEO

XML Sitemaps

Yoast



Keyword Research & Analysis



Research and identify your competitors

Create a list of converting keywords

Create a list of question keywords

Conduct a competitive keyword analysis

Target the intent of your ranking pages

Prioritize Keywords by volume and difficulty

Build and integrate keyword groups



Google Keyword Planner

Google Trends

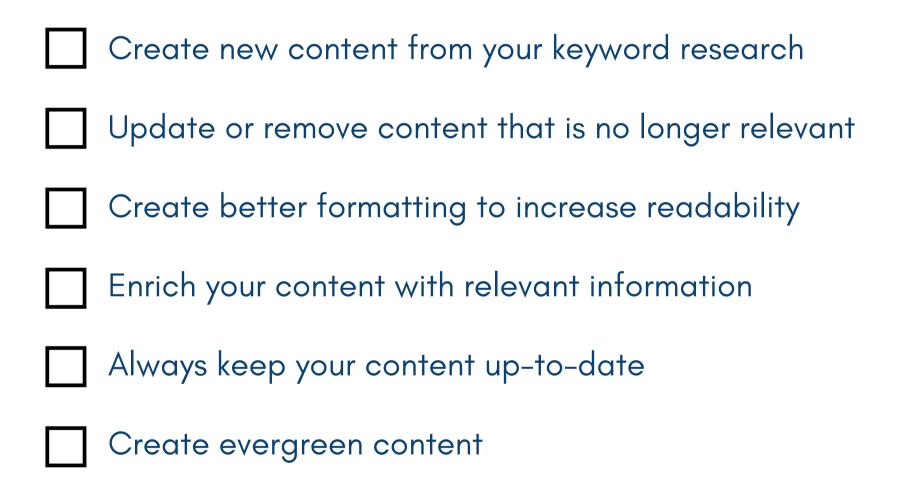
<u>SEMrush</u>

<u>Ahrefs</u>

Long Tail Pro



SEO Content Creation





RESOURCES

<u>Infogram</u>

<u>Pexels</u>

SEMrush SEO Writing

Canva

What is evergreen content?



On-Page SEO





Check My Links

Text Tools

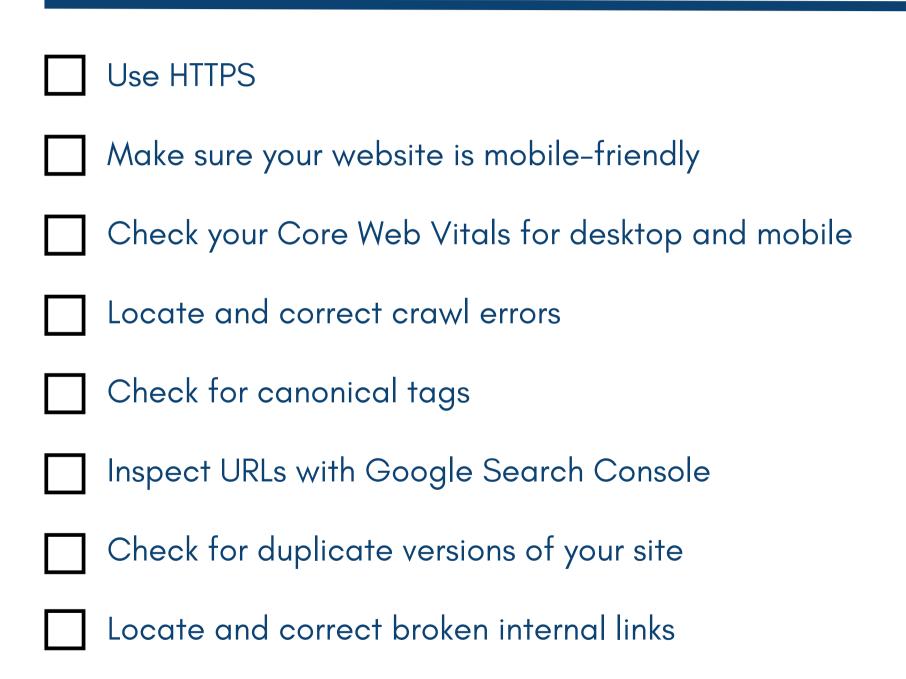
Screaming Frog

Moz's Title Tag Preview

Keyword Cannibalization



On-Page Technical SEO





Google URL Inspection Tool

SEMrush Site Audit

Core Web Vitals Report



On-Page Technical SEO (Continued)

Add structured data

Check page depth for optimal clicks

Locate and correct orphaned pages



RESOURCES

Structured Data Markup

Schema Markup Generator



Off-Page SEO

Perform a link intersect analysis

Sign up with HARO and respond to queries

Reclaim unlinked mentions & broken backlinks

Setup & Optimize Google My Business





SEMrush Backlink Planner

<u>Ahrefs</u>

HARO

Google My Business

Google Alerts



Do You Need Help With Your SEO?

We understand SEO is everchanging and can be a bit overwhelming. Let us handle it for you, so you can handle your business!

We offer reliable, ongoing SEO strategies delivered by a team that is focused on meeting your business goals, and delivering results you can see.



