



Use this tab to keep track of key SEO metrics

Campaign Goals:							
Traffic Keyword	Monthly Searches	Total # SERP Results	KEI	Visits	Bounce Rate	Leads	Conversions
Google SEO Strategy	0	0		0	0.00%	0	0
Campaign Goals:							
<u>BUYER Keyword</u>	Monthly Searches	Total # SERP Results	KEI	Visits	Bounce Rate	Leads	Conversions
SEO Strategy Template	0	0		0	0.00%	0	0
Campaign Goals:							
<u>LSI Keyword</u>	Monthly Searches	Total # SERP Results	KEI	Visits	Bounce Rate	Leads	Conversions
SEO Campaign Template	0	0		0	0.00%	0	0

Y/N	Content	Hint	Y/N	Headings	Hint	Y/N	Anchor Text	Hint	Y/N
X	Create content that is extremely relevant for that keyword phrase	<i>If it gets picked up in multiple publications, search engines will see that you have duplicate content and penalize you for it.</i>	X	Each page should implement HTML headings with <H1> through <H6> headings appearing consistently	<i>Search engines generally give this tag more weight over other headings, so it usually improves your search engine ranking if you do this correctly.</i>	X	Click HERE	NEVER USE THIS	X
x	Use your keyword phrase 4 times within your content	<i>Safe density is approximately 4x per page or post</i>	x	Include keywords in your headings (H1 - H6)	<i>DO NOT miss H1 and H2 - on ANY web page, post, etc. EVER! :)</i>	x	Keywords to Link	<i>Safe density is approximately 4x per page or post</i>	x
x	Use multiple variations of that keyword phrase – singular and plural versions, abbreviations, acronyms (SEO vs. search engine optimization) and synonyms		x	The initial heading (<H1>) should include your best keyword, with H2 following suit	<i>H1 = Google SEO Checklist H2 = for badassess</i>	x	Use multiple variations of that keyword phrase – singular and plural versions, abbreviations, acronyms (SEO vs. search engine optimization) and synonyms		x
x	Include links from other pages within your website that point back to this page (see internal page linking below)		x	Using only one <H1> heading per page will strengthen your SEO	<i>Same for H2</i>		Include links from other pages within your website that point back to this page (see internal page linking below)		x
x	Create unique content for every medium (press releases, blogs, guest blog posts, etc...).		x	Use your keyword phrase once in your H1 tag	<i>Yep - H2 too! And don't repeat H1</i>		Create unique content for every medium (press releases, blogs, guest blog posts, etc...).		x
x	If you send out a press release, do not copy and paste the press release to your site		x	Use H1 tags on pages you are trying to drive unique traffic to (SEO page)	<i>All pages in your nav, hopefully.</i>		If you send out a press release, do not copy and paste the press release to your site		x
				Use H2 tags if there are multiple sections	<i>Good alternative usage</i>				

Y/N	Channels	Hint	Y/N	Shareability	Hint	Y/N	Linking	Hint
X	Google+	Don't know why this is FIRST? You must not be on Google+	X	Social Follows on Home Page?	Search engines generally give this tag more weight over other headings, so it usually improves your search engine ranking if you do this correctly.	X	Link all social profiles to website home pages, tier 1 pages and blog at MINIMUM.	Landing pages are good links for social, but your blog articles should be linking to them - as should most social posts.
x	Twitter	Purple-hat.jpg rather than purple_hat.jpg	x	Share buttons on posts?	Extremely long sentences will lose the users' attention	x	Blog posts to social?	Spread all posts via social media - and measure what works in each channel
x	Facebook	(so no %, &, \$, etc...)	x	Share buttons on landing pages?	Don't forget the confirmation email and thank you pages	x	Links in Blog to Landing Pages?	Have an idea for content? Link it to a lead gen offer, and share both to your social networks over time.
x	Linkedin	Try your best to keep it low	x	Share buttons in email?	Also be sure to publish a page for every promo email you send out	x	Links to Social - FROM Social???	What a waste to not do this one simple task...especially in Google+ and YouTube where it's made very easy to do so.
x	YouTube	Another keyword opportunity most SEOs don't seize	x	Follow buttons in email?	Peripheral traffic and linking	x	Products to Amazon? Projects to Crowdfunding? Services on Directories?	Never forget that even if you compete with any of these 3, you'll still need them.
x	Pinterest	WHAT? Yes ... good place for anchor text! :)	x			x		
x	Directories & Local	Foursquare, Yelp, Google Local and similar "My Business" apps						
x	Social Bookmarking (StumbleUpon, Reddit, Pocket, etc.)	Powerhouse backlinking opportunities hidden in these gems						
x	Content Publishing	Digg, Tumblr, Blogger, Storify, etc.						
x	Niche Social Networks	Inbound.org, Triibes, etc.						
x	TRENDING ...	If you feel that you absolutely NEED Snapchat or Instagram						

Y/N	Robots.txt File	Hint	Y/N	XML Sitemaps	Hint	Y/N	Language	Hint
X	Restricts the activity of search engine crawlers and stops them from accessing certain pages and directories.	To check your robots.txt file for syntax errors, Click Here.	X	Lists URLs that can be crawled and may offer other information such as how often you update, when your last update occurred and importance.		X	You should declare the contents language in the HTML code of each page.	<i>When linking to another page on the same site from within content, select good anchor text (keywords) to us "We offer a wide range of Donation Services," rather than "Click here for our donation services."e in the actual link and do this often.</i>
x	What is a Robot?	Robot Standards	x	With an XML sitemap, search engines can index your website more accurately.		x	You should also declare the language code in the URL	www.company.com/es/contact
x	Exclusions	<i>If you're smart and using a website CMS, you should check this closely to make sure Admin NOT indexed.</i>				x	If you plan on building a multilingual site...	Refer to the tips found here.