



Checklist 8 - SEO Optimization For Your Niche Site

Project Name: _____

Date: _____

Yes No

Search engine optimization accounts for the biggest percentage of traffic to a website. Conceptually, SEO entails a combination of certain techniques and strategies that aim at fostering higher ranking in SERPs by driving higher number of visitors to a site. Markedly, a niche site is characterized by a relatively smaller or low-volume market and as such, effective content marketing strategies are required in order to boost SEO. Due to the low-volume searches associated with niche markets, it is imperative to focus more on keywords that are relevant to your niche in order to boost ranking on SERPs. In addition to your keyword strategies, it is important to ensure that your site is optimized for on-page, off-page, and technical SEO. This checklist is a guide to SEO optimization for your site.

Part 1 – Keywords

- 1 Focus on purchase-intent keywords.

- 2 Check that your selected keywords are niche-related.

- 3 Ensure that your site has a keyword rich title tag.

Notes



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4 Check that your target keyword is included in the URL.

Part 2 – On-page SEO

5 Use plenty of relevant and high quality internal and external links.

6 Check that your niche site has a logical page structure.

7 Check that your URLs are short and readable.

8 Use relevant alt texts in your images.

9 Include a captivating meta description.

10 Include high quality content on your site.

Notes



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Part 3 – Off-page SEO

11

Conduct competitor backlink analysis to identify opportunities.

12

Consider content syndication.

13

Leverage the power of social media to promote your niche site.

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Optimize guest posting/bloggging and online reviews.

15

Build quality backlinks.

16

Consider influencer outreach.

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Part 4 – Technical SEO

- 17
Optimize your site for speed.
- 18
Check that your site is easy to navigate (user-friendly).
- 19
Check that your site's HTTPS is authenticated.
- 20
Ensure your site is optimized for different devices (mobile-friendly).
- 21
Incorporate XML sitemaps and working meta robots in your site.

Notes:

- Use tools such as Ubersuggest, Google's Keyword Planner to analyze your keyword search volume.

Notes