



Checklist 8: The Small Business Owners Guide To Conquering SEO

Project Name: _____

Date: _____

Yes No

When it comes to SEO and small business owners; the web is filled with advice, and there is no shortage of content. But is it all good advice? Not. Here is a checklist you can trust and follow to know what to do and how:

Getting Started

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Get an account for Google Analytics. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | For the setting up of the account, get the ownership of a domain. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Get yourself a website and of course a Google account. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Sign in to your account and set up correctly. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Enter your website information and then select a method for Google to know that you are the legitimate owner and webmaster of your domain. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Then click "Get Tracking ID." | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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What Comes Next

- 1 Know which keywords to target at. Find out what people are searching for when you wish for them to find you.
- 2 Thin of keywords related to your business and start with a basic list.
- 3 Plug each of the terms into Google and pursue the relevant search sections.
- 4 Expand on the list by adding in long-tail keywords.
- 5 After making a list, use Google's Keyword Planner to see which keywords have the potential to get you high rankings.
- 6 Next, write title tags and descriptions.
- 7 The best general format for a title tag is Primary keyword-secondary keyword |Brand name.
- 8 Make your title description engaging, short and persuasive.
- 9 Optimize your logos and other images.

Notes



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10 Use responsive design. Start by using Google's mobile friendly-tool.

11 Register with Google Places to ensure the rise of your business when locals search for what you have to offer to them.

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