

SEO STEPS

SEO
STEP 1

KEYWORD RESEARCH

Use **AHREFS** or another **SEO** tool to find keywords your ideal prospects are looking for.

Keyword for this post: "seo steps"

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SEO
STEP 2

CHOOSE YOUR SECONDARY KEYWORD

This is one that is very closely linked to your primary keyword.

Secondary keyword for this post: "seo steps for wordpress"

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SEO
STEP 3

PLAN OUT YOUR PARAGRAPH HEADINGS

Some should include the keywords, not all of them.

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STEP 4

WRITE THE CONTENT

Minimum 750 words as a starting point. Once the post receives traffic, add more content to move higher up the search engine results.

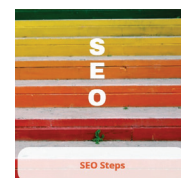
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SEO
STEP 5

ADD UNIQUE IMAGES WITH ALT AND TITLE TAGS THE SAME AS THE KEYWORD YOU ARE TARGETING

Don't miss this step!

I use **SNAPPA** to create my bespoke images.

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SEO
STEP 6

COMPLETE YOUR YOAST PLUGIN SETTINGS

IMPORTANT:

Remember that your description tag has two purposes:

1. To incorporate the keyword(s) you are targeting; AND
2. To persuade the searcher to click through to your website from the search results. It is ultimately sales copy to sell that click, **NOT TO SELL YOUR SERVICE** at this point. That comes on your website, so don't fall into the trap of asking them to call you or email you. Just sell the click through to your website.

6.1 - **THE KEYWORD MUST BE IN THE TITLE TAG**

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6.2 - **THE KEYWORD MUST BE IN THE DESCRIPTION**

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6.3 - **THE KEYWORD MUST BE IN THE KEYWORD BOX (WITHOUT ANY PUNCTUATION OR CAPITALS)**

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SEO
STEP 7

ADD INTERNAL LINKS

Add internal links both to this new page and from the new page to other pages. I use **LinkWhisper** to automatically add inbound outbound links.

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