

SEO Academy

Advanced SEO Checklist



POWERED BY  OSS GROUP
DELIVERING BUSINESS ADVANTAGE

2020

STEP 1

AUDIT AND BENCHMARK

1A IN-DEPTH ANALYSIS PHASE

- Complete Website Analysis
- Competitor Website Analysis (Any Three)
- Comparison with Competitor Analysis (including link profile)
- Compare Value Proposition and Share of Voice

1B GOOGLE WEBMASTER ANALYSIS

- Check Crawl Errors
- Check HTML Errors
- Check XML Sitemap
- Backlink Analysis
- Check robots.txt Check-up

1C GOOGLE WEBMASTER ANALYSIS

- Primary Keywords
- Secondary Keywords
- Long Tail Keywords
- Branded Keywords
- Location-based Keywords

RECOMMENDED RESOURCES:

- [AHREFS](#) (PAID)
- [ACCURANKER](#) (PAID)
- [ANSWER THE PUBLIC](#) (FREE WITH PAID OPTIONS)
- [PINGDOM](#) (FREE WITH PAID OPTIONS)

STEP 2

EXECUTE AND OPTIMISE

2A ON PAGE OPTIMIZATIONS

- Title Tag/Meta Tags
- Internal Link Structure Analysis XML and HTML Sitemap Creation & Submission
- Google Web Master Tools Analysis/Registration
- Image Alt Tag Construction / Implementation
- Anchor Text Links Construction / Implementation
- 301 redirect and 404 error page set up
- Robots.txt Analysis

2B OFF PAGE OPTIMIZATIONS

- Web 2.0 Links creation and maintenance
- Google My Business Set Up
- High PR article writing and blog creation
- Guest blogging with other related websites
- Theme based thread discussions
- Do-follow SBM on high PR sites
- Doc, PDF, Wiki links creations
- Press Release Disputation
- High PR sites
- Infographic Submissions

STEP 3

RINSE AND REPEAT

3A OFF PAGE CONTINUITY

- Backlinking (including Skyscraper) should be done on a monthly basis whether internally or externally.

3B ON-PAGE

- On-Page optimisations should be done regularly as new content is added to the site, new developments take place or as Algorithmic updates happen (especially Core updates). Review and update quarterly at a minimum.