

Big Buddy Media

(702) 370-2006

www.BigBuddyMedia.com

There is no big industry secret as to how to get on the first page of Google without paying for it. All it takes is some knowledge, hard work, and a big investment of time. Fortunately, I've made it very easy for you to get the basics of what you need to know to get your website on the front page of Google. It is all contained in the following checklist*.

Some of the things on this list can be done without having any HTML programming (the building blocks of a website) knowledge at all. The rest of it is pretty basic if you know some HTML, and if you don't know any, you can still accomplish everything on this list, but you will have to learn some basic HTML first. To learn how basic HTML works, visit <http://www.w3schools.com/html> and this short course will teach you the basics.

As I said before, don't expect to do all of these in a day. By the time you check off each item on this list, you will have invested many hours of work over a period of weeks or months. If you don't have the time, or don't want to invest the time, Big Buddy Media can do it for you. Give us a call or visit the website to get a price quote on this advanced Search Engine Optimization service.

I can say that having done this process many times and getting excellent results, doing everything on this list with the right keywords/key phrases will get you a first-page ranking on both Google and Yahoo. Try it and see for yourself. If you have any questions, visit www.BigBuddyMedia.com and send me an email and I will help you.

Buddy Rigotti
www.BigBuddyMedia.com

Comprehensive SEO Checklist for:

Research

Before you do any SEO, you need to research the part of the web you will be trying to change. Many people believe this is the most important step in the SEO process. No skipping!

- Complete [The Beginner's Checklist for Learning SEO](#) - Completing all the tasks on this list will give you all the skills necessary to complete this checklist.
- Write down your goal - Why are you doing this? Why do you want people to find the website? Is simply viewing the website not enough?
- Brainstorm and write down search queries - What words might people type into the search engines to look for the company? Come up with at least 15 phrases.
- Research your chosen keywords - Sign up for Google Adwords and learn how to use the provided "keyword tool" and "ad text ideas" generator. Learn how to use Wordtracker (paid) and/or the Keyword Difficulty tool (free).
- Using what you learned from keyword research, record what you believe to be the best 5-10 keywords.
- Analyze the current Search Engine Results Pages (SERPs) for your keywords - Who is ranking? What are they doing effectively and ineffectively? Investigate and get to know the competition.
- Create a list of the competition - Use the information from the previous step to create a list of competitors. You will use this to figure out how other sites were able to get into your targeted SERPs.

- ❑ Use [Yahoo Site Explorer](#) to find the sources of the competitor's links - Record the sources of links the competitors have and save them for later.
- ❑ Search for your website - Use the site command on Google, Live and Yahoo to see if your website is indexed. (Ex. "site:www.websitename.com.") If your website is not indexed, you need to figure out what is preventing the search engines from crawling it. Be sure to also search the title tags of your website's most important pages to see where/if they rank. Record your results.

Onsite

- ❑ Sign up and verify with Google Analytics, Google Webmaster Tools, and Live Search Webmaster Center - This is an important step that will become necessary later.
- ❑ Let Google Analytics run for two weeks before doing any SEO - This allows analytics to collect data and provides you with a baseline. I recommend you screen capture the relevant pages so you can see how your work has positively affected your website.
- ❑ Evaluate the visual design of your website - If the site drives people away, no amount of SEO efforts will help. If the site looks terrible, find well designed sites in the same niche market.
- ❑ Check compatibility between browsers - Visit your website using Mozilla Firefox 2.x and Internet Explorer 6 and 7 and Safari 3.x. Remember to do this on both a Mac and a PC. You want to make sure your website renders correctly and won't drive away users.
- ❑ Create a new e-mail address specific to the site you are working on - Use this address for all e-mails pertaining to your project. This is especially important for link building.
- ❑ Look at your HTML code and optimize all of the SEO related tags - If you are unsure what these are, reread the Beginner's Guide to Search Engine Optimization. Here are a few things to keep in mind:
 - Primary objective should be accomplishable from the homepage
 - Keyword in title tag (unique for each page, include keywords)
 - Keyword in H1 on each page
 - Keyword in text
 - Optimize URL architecture (www.website.com/birds/eagle instead of www.website.com/allanimals/?type=bird&species=eagle). Use [301 redirects](#) if you rename pages
 - Information architecture - as few clicks as possible
 - On relevant images include keywords in alt tags and in filenames
 - Nofollow appropriate links
- ❑ Decide if you need a meta description - Modern search engines are great at scanning the text of websites and displacing applicable snippets based on user queries. You need to decide if you want to rely on the algorithm or create your own description. I suggest making your own meta description for your homepage and letting the engines figure out the rest. Remember the purpose of making your description is to convince potential customers to click on your link in the SERPs. Make it convincing and use your keywords.
- ❑ Add your company address and phone number - Be sure to do this on every page. The search engines are smart enough to detect address and phone number formats. This data is essential to local search. I recommend adding the following formatted data to the footer of all your website's pages:

Company Name
1111 11th PI NE
City, State Zip
(555) 555-5555
- ❑ Add a robots.txt - This is important for a couple reasons. First, it allows you to specify exactly what pages major search engines can crawl. Second, including a robots.txt makes tracking search engines easier

because they always download the file before navigating your website. This characteristic differentiates the SEs from normal human visitors.

Offsite

- ❑ Add the business and website to the major search engine's local listings - This is paramount as local search is likely to drive the majority of your traffic. These are the most important places to submit:
 - Yahoo Local
 - Google Local
 - Live Local
 - Ask City - CitySearch (data on this site feeds Ask.com and Live)
 - Yelp (data on this site feeds Live and Yahoo)
- ❑ Add your website to industry specific directories - To find the relevant directories, use the list of link sources you created earlier. Also, you can try searching for "(the local city name) business directory" and "(the industry) directory." Be sure to record which directories you add your website to and the usernames and passwords you use. You should use the e-mail address you created earlier for directory registrations. You should also make sure to use different passwords for different logins. You should always be thinking about maintaining maximum security.
- ❑ Try to get the links your competition already has gotten - Use the list of link sources you generated from Yahoo Site Explorer and try to acquire links from those sources. This may be as simple as submitting a form or as cumbersome as e-mailing webmasters to find out their link addition policies. Always try to get your keywords in your link anchor text.
- ❑ Get more links - Scour the internet and find other sites that might want to link to your website (site:website.com "submit a link"). Remember the importance of the source of your links and the anchor text used. 100,000 links from spammy sites with bad anchor text will help you less than a single link with excellent keyword anchor text from a super authoritative site. A good place to start is to use the Juicy Link Finder. You should also consider your local chamber of commerce, local networking groups, and local complimentary businesses. Search engines like to see local links pointing at locally targeted websites.
- ❑ You may also want to consider adding the business to professional networks such as LinkedIn & MerchantCircle.
- ❑ Create and submit sitemaps - [Create a sitemap](#). Then login into Google Webmaster Central and Live Search Webmaster Tools and submit it.
- ❑ Optimize your website from Google's side - Login to Google Webmaster Tools and click on the tools menu. You will want to set the correct geographical target and preferred domain. In addition, you must also decide if you want to enable image search. It may drive you traffic but the traffic will unlikely be useful.

Track and Improve

- ❑ Track progress - I recommend taking a monthly screenshot of all of the following SERPs. A [screenshot](#) is an easy way to gather a lot of information. The image files contain data on when they were taken so they are easy to organize. I recommend you do this for the following:
 - Ask Local SERP
 - Ask Main SERP
 - Google Local SERP
 - Google Main SERP
 - Google Webmaster Tools
 - Live Maps SERP
 - Live Local SERP
 - Live Search Webmaster Central
 - Yahoo Local SERP

- Yahoo Main SERP
- Yahoo Site Explorer

- ❑ Create and maintain a spreadsheet of your rankings - This gives you a resource to track your progress. Be sure to keep it updated monthly so that you are always aware of how you rank.

- ❑ Continue to make changes, build links, and record your results - This step will never be completed. You should strive to become number one on all your SERPs and get so far ahead that none of your competitors will be able to compete.

- ❑ Decide if utilizing social media sites is advantageous - Is the business in an industry that could actively participate in social media? If so, be sure not to be spammy and to only contribute quality and appropriate content. It is much more expensive to fix a ruined online reputation for a business than it is for a standard user.