

SEO Post Checklist

Post:

Keywords:

Optimized Post Title:

Images saved with optimized names

Keyword-rich post title

Keyword used in first paragraph of the post

Use of long-tail keyword

Includes one internal link

Includes one external link

Optimized URL

All images has detailed alt tags

Any text in images is also repeated in the text

Meta description is set



Post Date:

Written:

Edited:

Social Shares:



Best Free SEO Resources

Google Analytics

This first thing you should install on your site. It's top-notch analytics for your site.

Google Adwords Keyword Tool

This is keyword planning tool that allows you to research a keyword and get ideas for other keywords you may also want to consider. You need a Google AdWords account to use this tool, but don't need to have any ads running.

KeywordTool.io

Like Google Keyword Tool but you can switch the search from Google to say, YouTube, but it doesn't offer as much information.

Google Webmaster Tools

This allows you to 'communicate' with Google about your site.

Bing Webmaster Tools

Bing's version of webmaster tools.

Searchengineland.com

Read up on current SEO and SEM articles. It's a leading daily publication that covers all aspects of the search marketing industry

Yoast Plugin

Tools like Yoast are one of the reasons I switched to WordPress. This plugin helps you make sure each post is optimized for search engines and gives you easy and simple to follow instructions on how to improve the SEO.

Google Trends

Allows you to check search volume of keywords.

Xenu

Use this to find broken links and errors.

Browseo.net

This is neat because it allows you to see your site how search engines view it. Very insightful.

