

JON ROGNERUD

The Ultimate SEO Checklist



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“Thanks for downloading my SEO checklist!” – J.R.

BONUS: Register your FREE seat to my next **SEO Traffic Webinar:**



<http://bit.ly/seotrafficwebinar>

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The 27-Point SEO Checklist

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Website: _____

1	Install Google Analytics	https://google.com/analytics
2	Connect Google Search Console (Webmasters)	https://www.google.com/webmasters/tools/home
3	Install Bing Webmaster tools	http://www.bing.com/toolbox/webmaster
4	Add WordPress plugin for SEO	https://wordpress.org/plugins/wordpress-seo/
5	Screaming frog (free) scan test	https://www.screamingfrog.co.uk/
6	Google Keyword Planner (<i>keyword landscape</i>)	Log in via Adwords (need free gmail account)
7	Keyword Suggestions (<i>keywords, many sources</i>)	www.keyword.io and www.ubersuggest.org
8	SEMRush competitive reports (free & paid)	www.semrush.com
9	Link reports with Ahrefs.com (free & paid)	www.ahrefs.com
10	Link checks with Majestic.com (free & paid)	www.majestic.com
11	Keywords used in URLs for unique pages	Example: mydomain.com/cookies/chocolate
12	Keywords used in TITLE tag of pages	<title>Chocolate Cookies</title>
13	Keywords & CTA used in DESCRIPTION tag of pages	<meta name="description" content="CTA+keyword">
14	Use H1 and H2 tags and structure on pages	<h1>Header+kw</h1> and <h2>Subhead+kw2</h2>
15	Create 1,000+ words of content on KEY pages	For key pages that you consider highly converting
16	Internal links to support keywords	Structure a link profile via anchor text references
17	Image optimization (<i>search "resize tools online"</i>)	Optimize size of images including ALT text with kw
18	Site performance checks with Google Page Speed	https://developers.google.com/speed/pagespeed
19	Generate XML sitemaps and add to robots.txt	www.xml-sitemaps.com
20	Social media profiles expansion on key sites	Facebook, Twitter, LinkedIn, YouTube
21	Duplicate content, keyword cannibalization checks	www.siteliner.com
22	Broken link checks and fix strategy	www.brokenlinkcheck.com
23	Mobile friendly check with Google	https://testmysite.thinkwithgoogle.com/
24	Ranking reports for top keywords	Use Google search console (google.com/webmasters)
25	Conversion tracking on essential sales pages	Implement Google analytics goals for tracking
26	Competitive content research (ex: buzzsumo.com)	Find blogs and articles for your top competitors
27	Organic and paid media opportunities	Add Adwords & test for SEO conversions

See more details of a SEO case study below.



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SEO Case Study for a Domain Migration & Site Update:
[Click to see the details >>](#)

How Did This B2B Company Do SEO To Get A 342.35% Boost In Traffic Within 21 Days?

Default Channel Grouping	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
Feb 1, 2017 - Feb 21, 2017 Compare to: Jan 11, 2017 - Jan 31, 2017	29.73% ↑ 6,908 vs 5,325	4.91% ↑ 79.95% vs 76.21%	36.10% ↑ 5,523 vs 4,058
1. Paid Search			
Feb 1, 2017 - Feb 28, 2017	3,616 (52.35%)	81.83%	2,959 (53.58%)
Jan 4, 2017 - Jan 31, 2017	3,418 (64.19%)	81.07%	2,771 (68.28%)
% Change	5.79%	0.94%	6.78%
2. Organic Search			
Feb 1, 2017 - Feb 28, 2017	1,619 (23.44%)	84.31%	1,365 (24.71%)
Jan 4, 2017 - Jan 31, 2017	366 (6.87%)	60.93%	223 (5.50%)
% Change	342.35%	38.38%	512.11%

SEO case study: B2B website migration traffic and search improvement

This case study was very successful. A few reasons for this. We used the SEO screaming frog tool along with an SEO strategy to organize URLs that were either a) duplicates, and/or b) had bad redirects (301). We also added a keyword strategy to on-page HTML elements. These updates, along with reclamation of external 404 links helped boost these results quickly. We also helped the web development team understand the implications going forward, and trained the team on best-practices SEO and put in place a staging/testing->production model for deployment.



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JUMP START YOUR RESULTS!

You now have a checklist that gets your SEO started and to begin learning to attract the right organic traffic for growth.

However, this checklist is only one aspect to SEO campaigns.

A comprehensive SEO strategy must be put in place based on YOUR requirements. And, you need the ability to scale the activities across teams, so you can move faster.

That's why I'd like to help you maximize your results by using our SEO process and implement a blueprint that's proven.

Click here to schedule your free strategy session:

→ <https://jonrognerud.com/schedule>