

# SEARCH ENGINE PTIMIZATION

Learn To Generate Free Targeted Traffic By  
Utilizing Search Engines



**CHECKLIST**

# Checklist

It's recommended that you print this checklist out so you can work side-by-side with the main ebook. The idea of this checklist is to mark off 1-by-1 what you've learned and had an understanding about.

Once you have had a full understanding of each chapter, topics, and subject throughout the main ebook, simply check it off. A great way to keep organized and not backtracking what you already have learned.

- **Introduction**

- Using SEO For Internet Marketing

- **The Importance Of Search Engine Marketing**

- Ensure Your Business Website Is Registered With The Major Search Engines
  - What Can SEO Do For My Business Website?
  - SEO Is Not a One-Time Deal
  - How Important Is Search Engine Marketing?
- The Important Aspects Of SEO

- **Tips For Search Engine Optimization**

- Tips For SEO Success - Get The Most For Your Efforts
  - The Importance Of Keywords
  - Test and Track Your SEO
  - Linking The Right Way
  - Stagnation and SEO Don't Mix
- SEO Success

- **Success For Your Business With Search Engine Optimization**

- Familiarize Yourself With Google
  - Will Pictures Or Videos Help With My Website Rankings
  - When Should I Begin Thinking About SEO
  - Keywords and Your Website
  - What If I Am Not Confident With Performing SEO
  - What Do I Do Now
- SEO For Small Businesses - A Chance To Rank Higher With Big Businesses
  - Step #1 - Research
  - Step #2 - Implementation
  - Step #3 - Maintenance

- **SEO Tips For WordPress Marketing**

- SEO Strategies Will Drive Organic Traffic To Your Site

- **SEO Link Building**

- Contextual Link Building
  - Quantity Of Your Links
  - Quality Of Your Links
  - Get Links From High Ranked Websites
  - Avoid No Follow Links
  - Focus On Relevant Links
  - Use Anchor Text
  - Use Contextual Link Building
  
- **Common SEO Mistakes and How To Avoid Them**
  - Avoid Targeting The Wrong Keywords
  - Do Not Ignore Your Title Tag
  - Using a Flash Website That Does Not Contain HTML
  - Using Java Script Menus
  - Do Not Forget Consistency and Maintenance
  - Do Not Concentrate Too Much On Your Meta Tags
  - Do Not Use Only Images For Your Headline
  - Do Not Ignore Your URL's
  - Avoid Backlink Spamming
  - Avoid Having A Lack Of Related Keywords In Your Content
  
- Things To Remember When Creating Your SEO
  
- **Search Engine Marketing Solution For Your Online Business**
  
- SEO Friendly Website - Many Ways To Increase Traffic On Your Website
  - Find Out What Terms People Are Searching For
  - Find Out What Terms Your Competition Is Using
  
- **Black Hat SEO Can Destroy Your Business**
  - Be Careful To Not Stuff Your Keywords
  - Avoid Using Invisible Text
  - Do Not Use Doorway Pages
  
- Creating a Great SEO Website
  - Be Creative In Your Keyword Research
  - Make Your Site Easy To Use

- Be Sure That Your Content For Your Site Is Relevant
- Make Sure You Add Key Rich Keywords and Tags
- Make Sure Each Page Of Your Site Is Unique

## □ **Conclusion**