



Checklist 19: How to Develop and Build an SEO Content Strategy

Project Name: _____

Date: _____

Yes No

If you are starting on content marketing or if you have been using the same approach for quite a while now; it is always good to revisit your strategic plan. Create a plan that is latest, strong and innovative. Here is how you can develop such an SEO content strategy:

Starting Up

- 1 Make a list of topics first. These topics will be the ones you will like to cover from one month to the next.
- 2 Put together a list that contains ten short words and terminologies linked with your product and service.
- 3 You can use Google's Keyword tool to spot and identify the search volume of different keywords and come up with variations that can be suitable for your business.

How To Use Google's Keywords

- 1 Access the Google, Keyword Planner. Make a Google Adwords account.
- 2 Next, log in to your account. Click on the wrench icon in the toolbar at the top of the page.

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- 3 Choose Keyword Planner. Choose from the two options;
1) Find new keywords
2.) Get metrics and forecasts for your keywords.

- 4 Enter your information into the three provided tools or one of them. Click "Get started."

The Important Keys

- 1 Narrow down your list to 10-15 short tail keywords that are important to you.

- 2 Rank this list you created according to the order of priority or relevance.

- 3 Make a list of long tail keywords based upon the list of your topics.

- 4 Use of subtopics for your blog posts can be highly beneficial. Other webpage ideas that can explain a specific concept can come in handy too.

- 5 Apply these subtopics into your research for keywords and the tool available for it to highlight long tail keywords.

- 6 Build pages for each specific topic. Use your keyword list to see how many different pillar pages need to be created.

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- 7 Including content that is relevant and interesting with pictures and links to your pages can enhance user experience.
- 8 Set up a blog. Do these three things:
- Don't include your long tail keywords more than three or four times throughout the page.
Visit the pillar page you created with relevance to this topic.
After publishing your blog, link into it from the pillar page that supports the subtopic.
- 9 Create a link-building plan. Brainstorm all the different ways you can attract inbound links to your website.
- 10 Share your links to other local businesses. Share them on Twitter, Facebook, Google+ etc.
- 11 Stay current on SEO practices and news.
- 12 Measure and track your SEO success over time regularly.
- 13 You can use SEMrush which is a great reporting tool for solely this purpose though it can serve for other purposes as well.

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14 How to use SEMrush's position tracking tool:

Do the domain settings; open the advanced settings, and you will be able to track a subdomain, URL or even a subfolder on your site.

Set up the device and location by simply typing the name of your country, region, city or zip code into the form.

You are advised to add at least 20 competitors to the campaign.

Click on the blue plus icon beside the domains in the list. Click "Add to list."

Enter your target keywords in the wizard by adding keywords manually or from related keywords reports.

15 A monthly dashboard can be created using Google Sheets, Excel or any other web analytics package you prefer so that you can monitor your site traffic.

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