

# THE MAMMOTH SEO CHECKLIST TO RANK ANY BLOG



Content marketing isn't about blogging every day. That's content without the marketing. SEO is an effective marketing technique when following a streamlined process.

Follow each step, check-by-check to create better content and get mammoth results.

# LET'S GO.



## STEP

1

# USE BUZZSUMO TO FIND HOT TOPICS



**A RECENT STUDY FROM BUZZ SUMO FOUND A POSITIVE CORRELATION WITH INBOUND LINKS AND SOCIAL SHARE COUNT.**

- ☐ Search for a broad keyword phrase (ie. learn guitar).
- ☐ Look for high levels of social sharing and more than one authority site.
- ☐ Create two lists of keyword phrases.
  - ☐ [List 1] Closely related words (ie. play guitar).
  - ☐ [List 2] Modifiers ( ie. 'how to', 'best', 'top').

## STEP

2

# GOAL ALIGNMENT CHECK



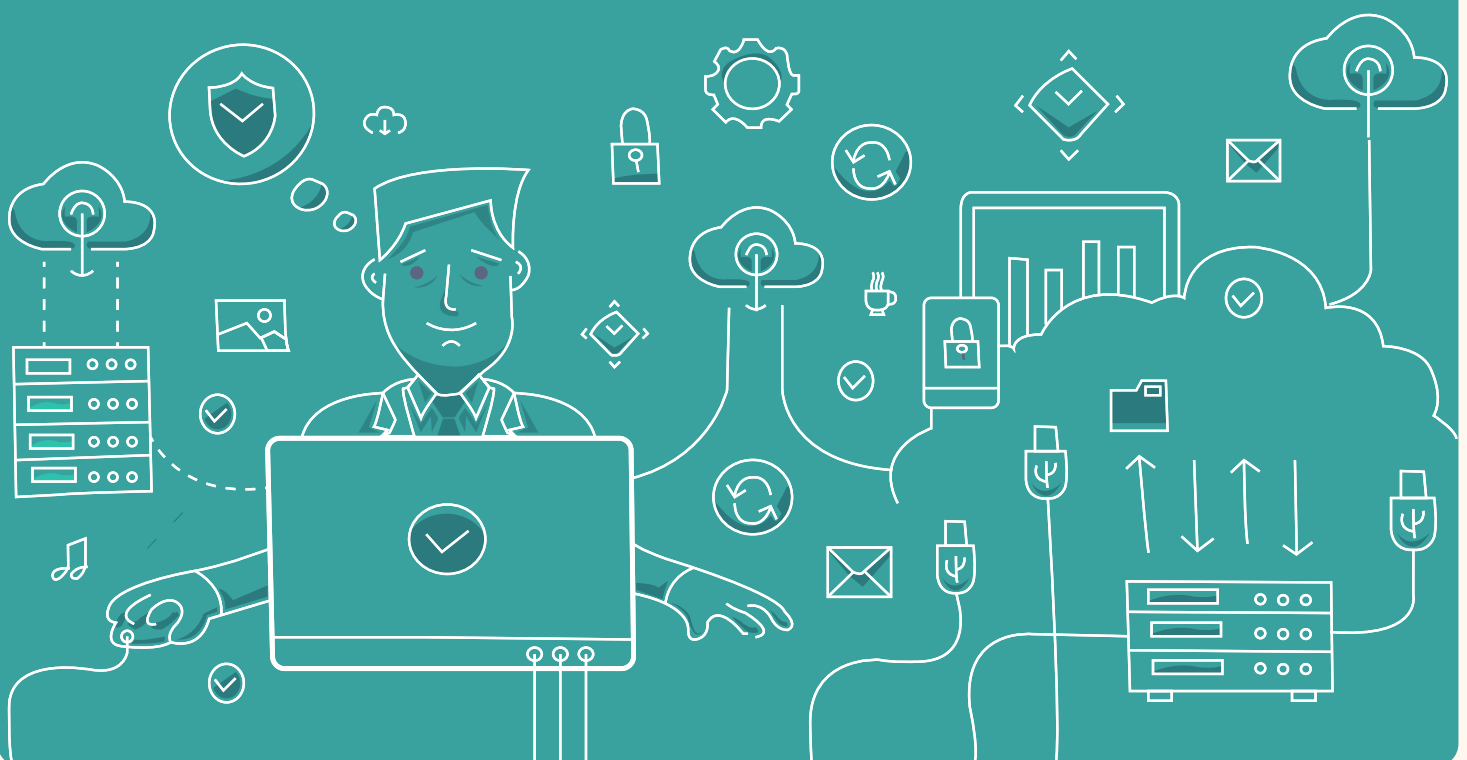
**YOUR KEYWORDS SHOULD TARGET AN AUDIENCE THAT FULFILLS A CONVERSION GOAL. ASK YOURSELF THESE QUESTIONS:**

- ☐ Does my topic align with my website's bottom line?
- ☐ Are my keyword targets what my audience is looking for?



**BEFORE YOU INVEST YOUR TIME IN  
KEYWORD RESEARCH, DIVE SHALLOW  
BEFORE YOU DIVE DEEP.**

- ☐ Use the 'multiply keyword list' function in Google Keyword Planner.
  - ☐ Insert your closely related words under list 1.
  - ☐ Insert your modifiers under list 2.
  - ☐ Export your keyword data.
  - ☐ Reverse your lists and generate new data.
  - ☐ Export your keyword data again.



## STEP

4

# COMPETITIVE ANALYSIS



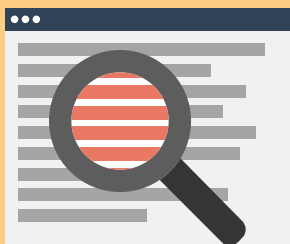
**PICKING YOUR BATTLES IS A GOLDEN RULE IN THE GAME OF SEO. FIND TARGETS YOU CAN COMPETE WITH BY ANALYZING KEYWORD DIFFICULTY.**

- ☐ Download MozBar for Chrome or Firefox.
- ☐ Google your keyword search queries.
- ☐ Analyze the Domain Authority (DA) and Page Authority (PA) of the top 10 results. Run a self-check by asking these questions:
  - ☐ Do most results have moderate to low DA and PA?
  - ☐ Are most results from media giants?
  - ☐ Have most results actively optimized for the keyword in question?
    - ☐ Analyze page titles.
    - ☐ Analyze keyword density.

## STEP

5

# IN-DEPTH KEYWORD RESEARCH



**YOU SHOULD NOW HAVE A GOOD IDEA AS TO WHICH KEYWORDS YOU'LL BE OPTIMIZING FOR. THE MOST EFFECTIVE KEYWORD RESEARCH IS FOCUSED ON A SPECIFIC NICHE TOPIC. IT'S EASIER TO RANK AND YOU'LL DRIVE IN A HYPER TARGETED AUDIENCE. LET'S GENERATE MORE KEYWORDS.**

- ☐ Copy keywords from Google's 'related search results'.
  - ☐ Google your search query and scroll to the bottom of the page.
  - ☐ Copy the keyword phrases into Keyword Planner or your excel sheet.
- ☐ Use LSIs (synonyms) to capture more keyword rankings.
  - ☐ Google your search query and look for bolded words that are not exact word matches within your query.  
(ie. Fast = Quick, Learn = Learning).
  - ☐ Copy the keywords into Keyword Planner or your excel sheet.
- ☐ Multiply your keyword phrases with KeywordTool.io.
  - ☐ Take your medium to high traffic keyword phrases and enter it in at KeywordTool.io.
  - ☐ 'Copy All' and paste into your favorite keyword research tool.

STEP

6

## GOAL ALIGNMENT CHECK #2



**IF YOUR CONTENT ISN'T GOING TO PROPEL YOU CLOSER TO YOUR END GOAL, YOU'RE WASTING YOUR TIME. HERE'S A QUICK SELF CHECK:**



- ☐ Use forums to find the exact language your target audience is using.
- ☐ Use Quora to find pain points from your target audience.

## STEP

8

# CRAFTING YOUR CONTENT



**YOUR CONTENT SHOULD BE FOR REAL PEOPLE FIRST AND SEARCH ENGINES SECOND. ASK YOURSELF THESE QUESTIONS WHEN CREATING YOUR CONTENT.**

- ☐ Am I serving my target market's intent?
- ☐ Have I used my primary keyword phrase in the first 100 words of my post?
- ☐ Is my content thin? Studies show longer content (>2,000+ words) rank better in the SERPs.
- ☐ Am I providing exceptional value or is it the same as every other article out there?

## STEP

9

# ON PAGE OPTIMIZATION



**PAGE SPEED, META TITLES AND META DESCRIPTIONS ARE WORTH OPTIMIZING FOR SEO. YOUR META TAGS AND SOCIAL TAGS CONTRIBUTE MASSIVELY TO YOUR CLICK THROUGH RATE.**

- ☐ Optimize images (file name, file size) using tools like Jpegmini and PunyPNG.
- ☐ Create an attractive headline using examples from Buzz Feed.
- ☐ Create attractive social share images using Canva.
- ☐ Optimize social share settings using Wordpress SEO by Yoast.
- ☐ Test page speed using Pingdom tools.

## STEP

10

# PROMOTION



**SUCCESSFUL ONLINE MARKETERS  
SPEND 20% CREATING CONTENT  
AND 80% PROMOTING IT.**

- ☐ Email your subscribers. Ask for a comment and share.
- ☐ Post and promote on social media.
- ☐ Reach out to experts you mentioned in your post.
- ☐ Join engaged Facebook and Google Groups.
- ☐ Find and reach out to niche relevant sites.
  - ☐ Google: “intitle:link roundup [KW\_Phrase]” or other variations.
  - ☐ Reverse engineer links of top ranked competitors using Ahrefs.



- ❑ Contribute to forums by adding value to the conversation.
- ❑ Comment on other blogs and add value to the post.
- ❑ Contribute on Quora by coherently answering the question. Don't forget to include your link.



## WHAT'S NEXT?

1

Send me an email to my personal inbox [sam@moneyjournal.com](mailto:sam@moneyjournal.com). Let me know what your thoughts are on the checklist and process.

2

Follow me on [Twitter](#) for articles that are helpful in the digital marketing space or [connect with me on Facebook](#) for helpful articles and a little more personality.

3

Create some ridiculously mammoth content and promote the heck out of it. You've just tapped into a strategy produces crazy results.



# Money Journal