



MY ROYAL SEO CHECKLIST

{for your blog}



Aymee Buckhannon

web design

Helping women entrepreneurs showcase their business online

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Chances are you either spent quite a bit of money to have your website designed by someone OR you spent quite a bit of time doing it yourself! Either way, regardless of how awesome it is, you will get ZERO benefit from it if no one is finding it.

Yes, that's right: "If You Build It They Will Come" only applies to magical baseball movies with Kevin Costner in them. Sigh.

Fortunately, not all hope is lost here and there are things to remedy the situation or even fix whatever you've done in the past. Phew!

It is called S.E.O which stands for Search Engine Optimization. SEO is a practice that when applied correctly to a website it will help Google and other search engines first **FIND, then STORE (index)** your content into a massive cloud library so it can later pull what it needs when it needs it.

The "pulling" happens when someone types in a search request.

Basically we are going to help Google **prioritize YOUR stuff first :-)**.

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Hi, my name is Aymee Buckhannon. I am a web designer. I can help you tighten a few bolts, hang a few frames and get a splash of new wall color to make your online business "home", well...more homey (& profitable)!

A little background mainly so you will actually trust what I'm gonna recommend inside this guide. And also cuz I think I'm supposed to add a little something about me in here. But don't worry, it will be brief.

I have a 16+ year career as an Instructional Designer, Marketing Specialist, Web Designer AND all around super techy witty gal working at Intel Corp. And on the side, I have owned a home based business since 2007. I have taught myself every single design, development or tech tool I know. Including designing this super fancy guide, for which I used **Canva.com** ;-).



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This really cool guide can easily stand on its own later, HOWEVER, it is really supposed to be used as a compliment to my SEO video. You can find that link in your inbox.

I recommend that you **WATCH THE VIDEO FIRST** then print this guide to help you tackle your next blog post SEO application!

READY. SET. GO TO NEXT PAGE

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Make Your Title Count

The title of your post is also considered an <H1> tag which in human terms it translates into a formatting type style used to highlight prominent lines of text, such as a title or a subtitle.

For SEO purposes, **WHAT** that formatting looks like is irrelevant. What matters is **that it is included** and fortunately, it is already part of the deal when you type a post, so we are good there.

However, **THE WORDS** you use in that title **SHOULD include your keyword(s)**. The earlier in that title your keywords are used, the better.

Keywords "Affinity Designer"

How To Create Graphics with Affinity Designer is better if written as: "Affinity Designer: How To Use It To Create Graphics"

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Content Is King

Including those keywords in the actual content of your blog post is of course a given, but HOW, isn't that intuitive. Here are some fast rules to apply:

- Write NORMAL**, as in to a human instead of to a robot.
- Apply these text treatments to your keywords: italics, **bold**, **underline**. (Just not all to the same one).
- Include your keyword in both a **hyperlink text** that goes to an internal place in your blog (another article?), and also a link that is external to your blog.
- Don't stuff your content** with keywords. Install Yoast SEO or All In One SEO plugin to help you calculate this ratio.

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Secret Weapon: Images

The actual content of your images does NOT get recognized by search engines (yet!). So don't bother including keywords there specifically for SEO purposes.

However, all images come with "meta tags" and here is where you can make keywords count!

- Click on ADD MEDIA to insert an image to your post, then add your keyword(s) to these fields: **Title, alt text & description.** (Adding keywords to the caption field will make the words appear under the image on your site so leave this blank unless you want this to show.)

Also, no need to add a gazillion keywords, your main 1 or 2 for that post will suffice.



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Tag! You Are It!

The field section along the side of your posts labeled "Tags" actually represents "keywords". I am not entirely sure why Wordpress doesn't just name this field "Keywords".

- Add the keyword(s) for your blog post separated by a comma here. I also add variations and common misspellings as well as the full title of the blog post.

You also do not need a gazillion keywords here, AND, you should primarily focus on the keywords you used in your title and blog content.

It is primarily the repetition of that 1 or 2 keywords in all the above (title, content, image and tags) that helps your post rank.



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Plugins To The Rescue!

Now that you know the basics of SEO, **arm yourself with some solid backup** to keep all these things in-check for you. An SEO plugin will give you a green light when your page is optimized!

I recommend the free version of EITHER one of these two plugins:

Install Yoast SEO **or** All In One SEO

In my opinion they are both pretty good, however, All in One SEO seems much simpler for beginners and works exactly the same.

Best part is, you can just activate one and if it seems too cumbersome, just deactivate and try the other one. They both come with help and tutorials The free version is enough.

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And there you have it!

My Royal SEO list. Seems easy enough? Well, you'd be surprised how well applying these to every post has worked for me. ESPECIALLY adding the keywords to those images' fields!

Royal tip: If your website is new or you are not yet seeing it pop-up on Google yet, try submitting your URL to Google ;-)

Google this: "submit url to google" and that link to submit will be at the top of the results. Cuz it's Google, and that keyword phrase is optimized LOL.



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