

ULTIMATE SEO CHECKLIST



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Leadflow
6659 Pearl Road, Suite 301
Parma Heights, OH 44130
www.Leadflow.com
support@Leadflow.com
855-545-2095

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INTRODUCTION

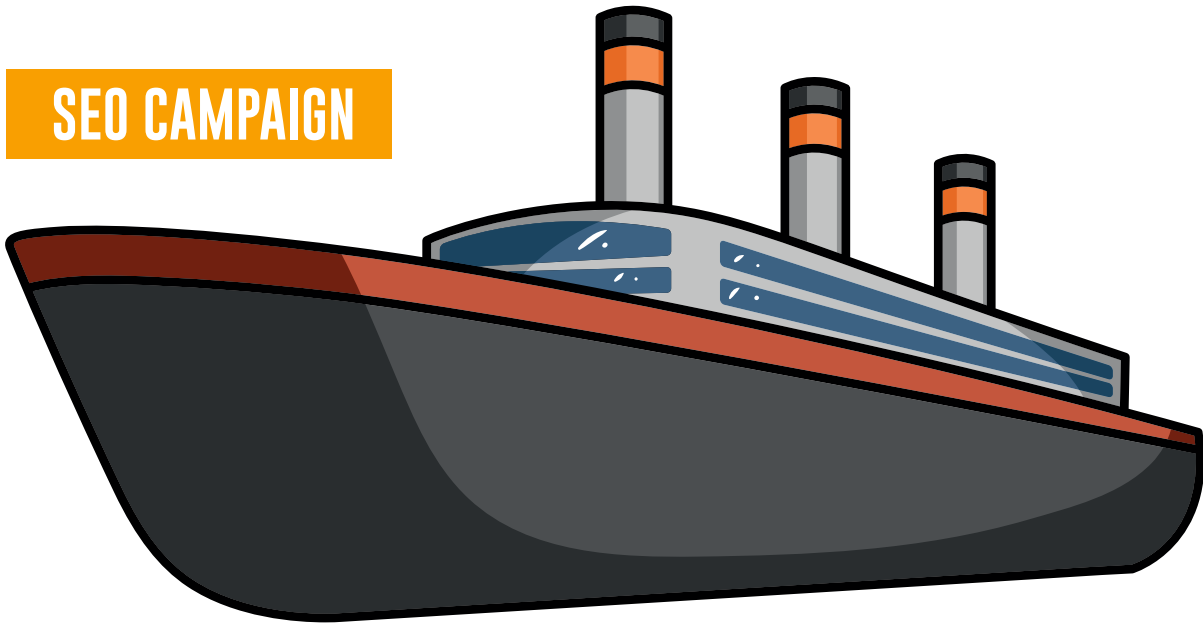
SEO stands for Search Engine Optimization, and it's come a long way since its inception. Today, SEO is driven by consistent, quality content that you provide to help end users make an engaged and informed decision about your product or service. This consists of not only creating and curating quality content but, also, optimizing various parts of the page on the back-end so search engines can correctly index your pages for the correct keywords.

SEO goes hand-in-hand with content marketing and is something

that needs to be committed to 100% in order to see returns. SEO is not a race, it's a marathon. Search Engines can take weeks, if not months, to index new pages and, even then, there is no guarantee that you will rank highly.

While most Real Estate Investors don't have time to implement a robust content marketing plan, there are things that can be done to make your pages easily indexed by search engines - things that your competitors most likely aren't doing.

SEO CAMPAIGN



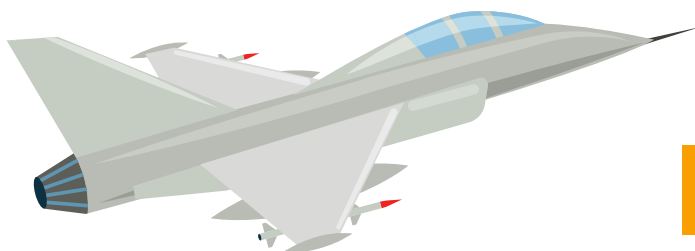
Before we get started, let's clearly define the difference between **Paid (SEM) vs. Organic (SEO)**.

An SEO campaign is like a tanker ship. When a course adjustment needs to be made, it can take a while for those changes to be seen on search engines. It can take months to see whether or not those keywords are driving the most relevant traffic.

An SEM (ppc) campaign is like a fighter jet. Move the joystick and you will see a reaction. This is paid traffic. We suggest users place a small paid

campaign behind the keywords they plan on using for their SEO campaign. This way, you can see the type of traffic being generated much faster, you can even find some surprises that you had not thought of! By verifying your keywords prior to implementing an SEO campaign, you can be confident that you are optimizing for the correct ones.

Now that you understand the difference between these two important strategies, we can now focus on the things we can do to make your existing website more visible to prospective clients.



SEM (PPC) CAMPAIGN



SECTION 1: GETTING STARTED

This section will cover the basics including how to track activity on your site, how to submit your site to search engines, and even how to understand the health of your website.

✓ INSTALL GOOGLE ANALYTICS

This is a free service provided by Google that will help you understand how people are coming to your site, how they engage, and what pages may be causing them to leave. For instructions on how to install Google Analytics on your website,

Click Here: <https://support.google.com/analytics/answer/1008080?hl=en>

(Sample Google Analytics Code: UA-12345-6)

✓ ADD YOUR SITE TO GOOGLE SEARCH CONSOLE + BING WEBMASTER TOOLS

This submission lets search engines know to index your site. For instructions on how to add your site to Google Search Console,

Click Here: <https://support.google.com/webmasters/answer/6259634?hl=en>

✓ CHECK GOOGLE PAGE SPEED

Getting people on your site quickly is important. Understand how fast it takes your site to load and make sure it's up to industry standards.

A score of around 85/100 is ideal. To check your website's page speed,

Click Here: <https://developers.google.com/speed/pagespeed/insights/>

✓ CLAIM YOUR BUSINESS

Make sure people can find you, and your information is correct on all social networks and directories (Facebook, LinkedIn, Twitter, Google my business, etc..) For instructions on how to claim your business, **Click Here:**

<https://www.google.com/business/>



SECTION 2: ON-PAGE SEO

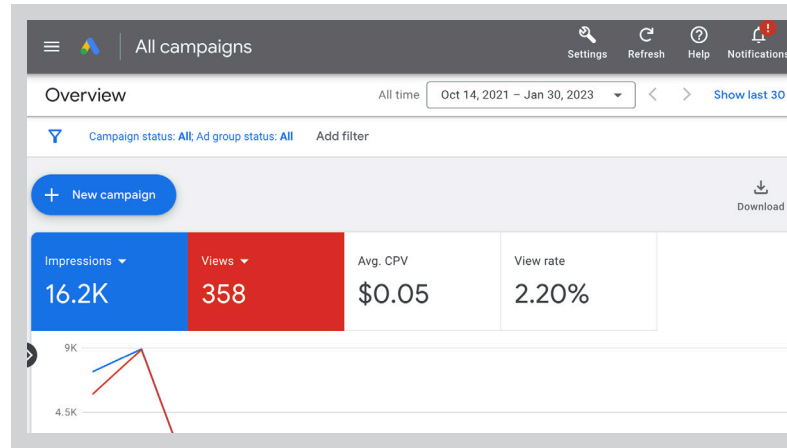
In this section we will cover, in detail, many terms you may have heard with regards to optimizing your website. We will cover the best way to write content for your site, as well as how to use that content to properly implement tags and keywords to get your site indexed quickly and correctly.

FIND YOUR KEYWORDS

Compile a list of keywords that are relevant to your business and that you plan on creating content around. For additional ideas utilize Google Adwords Keyword Planner. This can help uncover related terms that you may not have thought of. You can also view the competition and monthly search history for each term. To use Google's Keyword Planner Tool, **Click Here** <https://adwords.google.com/home>

PAGE TITLES, DESCRIPTIONS, AND ALT TAGS

- **Page titles** - are entered into the head of each page of your website. Page titles should be between 60-65 characters and clearly and concisely explain the content of that page. Make sure to begin with the most relative keyword.



- **Meta Descriptions** - should be kept under 155 characters. This is a more lengthy description of the page. If you are a local business, consider adding your phone number or address to the last line. Utilize keyword research to craft a statement using the most relevant keywords.

- **ALT Tags** - These are descriptions on images. Remember, a search engine can read content, but not images! If you have a lot of images without tags, the search engine will view your site as empty.

Most website builders have easy plug-and-play fields that allow for website owners to implement on their own. However each website platform may differ and we suggest referring to your platform support for specifics on how to properly implement.



SECTION 3: LANDING PAGE TIPS

When driving traffic with the goal of getting users to opt-in, or purchase a product, landing pages are a great way to keep your end user focused on the specific offer and drive them to one specific goal.

Here are tips to keep your users focused and increase your conversion rates:

- **Remove all navigation from the page**

Links on landing pages allow for users to leave your page and decrease the chance of getting your wanted conversion. Make sure your Calls-to-Actions (Buttons, links, forms, etc..) are clear and in an eye-catching color to keep users engaged and understanding of the goal.

- **Make sure to understand your calls to action and cater them to your goal**

Downloading infographics and e-books are easy opt-in tools but can have longer sales cycles. On the contrary, signing up for a consultation is a harder opt-in to get but may lead to faster sales or sign ups. Make sure to think about your marketing funnel and goals!

- **Verify Headline Matches Your Ad and/or Email Offer**

The landing page headline should reiterate the message that got your user to click to your page.

- **Sub-head clearly states the benefits**

This is your chance to reinforce why your offer is of value. Make these simple and concise.

- **Make your content easy to digest and in a logical format**

Avoid making the user's eyes bounce around the page. Whether vertically or horizontally, make sure it's easy for end users to digest the content and drive them to your CTA, all while limiting distractions that may take users away from your ultimate goal.

- **Forms**

Only include fields that are absolutely necessary. Too many fields may cause users to abandon your page. Make your submit button is clear and bold. Make sure your end-user understands the goal.

- **Mobile Friendly!**

Having a site that is mobile friendly is one way to increase your chances of ranking high in Search Engine Results Pages (SERPs).

- **Customization**

The best thing about landing pages is that you can tailor them to your specific audience. Make sure to provide a relevant landing page for each audience.

CONCLUSION

SEO is hard and a long road. These tips and tricks will help you accomplish the basics that many of your competitors disregard. Making sure to apply these items to each page you create will make it much easier for search engines to correctly index your page.

USEFUL LINKS:

Google Adwords:

<https://adwords.google.com/home>

Google Analytics:

<https://www.google.com/analytics>

Installing Google Analytics:

<https://support.google.com/analytics/answer/1008080?hl=en>

Google Webmaster Tools:

<https://support.google.com/webmasters/answer/6259634?hl=en>

Check Page Speed:

<https://developers.google.com/speed/pagespeed/insights/>

Claim Your Business:

<https://www.google.com/business/>

Google Keyword Planner Tool:

<https://adwords.google.com/home/tools/keyword-planner/>



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