



# The Ultimate SEO Enhancer

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Enhance your online presence authentically, aligning with your unique identity using these search engine marketing strategies and tactics!

Uncover actionable steps for today and strategic plans spanning the next six months to a year, all aimed at enhancing your organic traffic.



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We are so happy you got your hands on this guide. This is where we've developed a comprehensive breakdown of our SEO quick tips. Uncover actionable steps for today and strategic plans spanning the next six months to a year, all aimed at enhancing your organic traffic. We can't wait to chat with you and find out how this guide is working for you.

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# On-Page SEO Checklist

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Get the most from each of your web pages or blog posts by following these foundational on-page SEO steps

## On-Page Optimization Steps

- Pick a keyword or phrase that the post/page is most about.
- Create an attention-grabbing page title that also contains a version of the keyword (Think of each page as a book title for your H1 Tag).
- Ensure the keyword is in the Title, Description, and URL (Yoast plugin).
- Create an SEO-friendly meta-description (Think of this as the description of your page in 156 characters).
- Make the URL short - 2 or 3 keywords, not the entire H1 title.
- Go to Google and search your keyword, scroll down to the bottom of the SERP (search engine page results) to review the related search terms Google suggests, and then sprinkle a few of them into the page/post.
- Add relevant keywords or phrases to H2 & H3 subheads.
- Change image file names to include the keyword phrase.
- Add ALT description to all images using keywords, if applicable to the image.
- Link out 2-3 authoritative posts on the topic for each blog post.
- Link internally 2-3 related blog posts or pages. All pages should have internal linking.





# Google Business Checklist

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## Set Up Steps

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- Create a Google Business profile, if you haven't already for your website.
- Gain access from Google Business
- Claim your business listing
- Clean up any duplicate listings you may have (suggest and edit or close)
- Choose the location address or service area
- Ensure NAP (Name, Address, Phone) is identical to NAP on the website.
- Set up the main category
- Set up a secondary category
- Load photos, logos, images
- Enter hours of operation
- Create a short link to share for reviews

## Weekly & Monthly Activities

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- Create posts
- Add images to keep the listing fresh
- Ask for reviews from clients/customers using your GB review link
- Reply to reviews
- Edit hours of operation for holidays/seasons
- Monitor messages
- Review insights monthly/quarterly for opportunities & trends



# Google Search Console Checklist

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Google Search Console (GSC) is a free tool that allows you to see what is really happening to bring consumers to your site. When you spend time each month/ quarter exploring what's there, you will uncover SEO opportunities you can act on.

- Claim Google Search Console at <https://search.google.com/search-console/welcome>
- Verify your site
- Submit the site map using the sitemaps tab
  - Every WordPress site produces a sitemap at `sitemap.xml` ([https://kmdmarketingdesign.com/sitemap\\_index.xml](https://kmdmarketingdesign.com/sitemap_index.xml))
  - Yoast SEO makes this easier and makes better site maps, but it's not necessary.
- Integrate GSC with Google Analytics (GA4)
- Check errors within the first 3-5 days to discover any errors GSC has uncovered and make plans to correct those that need attention.
  - The goal isn't to have everything indexed.
  - Make sure what you want indexing is indexed.
  - HTML Improvements - Shows content that can't be crawled, duplicate content or wrong-sized title tags.
  - Mobile Usability - Check this and take action on un-optimized pages.

## Monthly Activity

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- Activities to uncover errors
  - Check for any new errors, including page crawl errors, HTML errors, or if you've been hacked.
  - Check manual actions for any man-made SEO errors that Google will penalize your site for, including but not limited to duplicate content or irrelevant on-site links.
  - Check for any mobile errors that need cleanup.
- Optimization action
  - **Review current keywords that are actually leading clicks to your site.** Are there any new discoveries to utilize?
  - Look for relevant keywords with high impressions. Can you strengthen these keywords in upcoming content creation?
  - Look for pages that are ranking well but are underperforming. Are these pages ranking between 8 and 15, which can be strengthened to go up to the top of the page with some targeted effort?
  - Look for relevant keywords with underperformance. Are there keywords that lead to a page one ranking, but the click-through rate is under 5? Can you strengthen the on-page SEO, such as meta-data, title tag, or description, to encourage more clicks? Can you increase page time for the clicks you are getting to encourage the visitor to stay, video, or relevant internal links?
  - Look for power pages that rank high and have a strong click-through rate. Can you link relevant weaker pages to this page to give them a boost?
  - Look for active or high-ranking pages. Can you strengthen the call to action (CTA) to take advantage of the traffic?



# Backlink Brainstorming

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Spend time making a list of potential backlink opportunities.

## Ways to Grow Backlinks

Alumni Directories	Associations
.....	.....
Best of Lists	Chambers of Commerce
.....	.....
Guest Blogs & Podcasts	Local Events & Media
.....	.....
Memberships & Directories	Press Releases & Newspapers
.....	.....
Reviews	Sponsorships
.....	.....
Strategic Partners	Suppliers
.....	.....



# Bonus SEO Tips

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## Blog Refresh Policy

Blogging. It's the #1 way to grow your keyword content. The more content you have, the more opportunities you have to be found on a search.

### Blogging Action Items

- Pick a keyword or phrase that the blog is most about.
- Create an attention-grabbing page title that also contains a version of the keyword. (Think of this as the of each page as a book title for your H1 Tag)
- Ensure the keyword is in the Title, Description, & URL (Yoast plugin).
- Create an SEO-friendly meta-description (Think of this as the description of your page in 156 characters).
- Make the URL short - 2 or 3 keywords, not the entire H1 title.
- Add relevant keywords or phrases to H2 & H3 subheads.
- Change image file names to include the keyword phrase.
- Add ALT description to all images using keywords, if applicable to the image.
- Link out 2-3 authoritative posts on the topic for each blog post.
- Link internally 2-3 related blog posts or pages. All pages should have internal linking.

### Post Published Blog Action Items

- Copy the URL for the blog and immediately go to Google Search Console.
  - In the search bar drop the URL there and click enter.
  - Click Request Indexing to help the blog index quicker for search engines.
- Share to social media and email if you have email marketing to drive other sources of traffic to the blog.





# All The Ways You Can Work With US!

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## 1. SEO

This might be for you if you are lost in the SEO world and need someone to help with strategy and optimization.

## 2. Marketing Management

You need marketing help, but you're not ready to commit to a full-time internal marketer, or your marketer isn't fully skilled in EVERY aspect of marketing and needs some part-time support.

## 3. Event Marketing

This might be for you if you are looking for a full social package. Everything from what to post on social media to Canva templates and how to grow your following authentically.

## 4. Social Strategy

This might be for you if you are looking for a full social package. Everything from what to post on social media to Canva templates and how to grow your following authentically.

## 5. Website Development + Design

This might be for you if you are planning to build a website from scratch or completely revamping your old website and hoping to get it right from launch day.

## **Learn About Partnering With KMD Marketing + Design**

If you are looking to take things to the next level, then we have just the SEO path for you. These paths are customized to align with your business growth goals and are built for small businesses and entrepreneurs just like you. Whether you're aiming to optimize your website, establish a compelling blog, or outshine your competition, we've got the perfect SEO solution for you. Let's embark on this transformative adventure together!

Let's grow together and let us help you in your entrepreneurial journey! Get started today by downloading this PDF!

Ready to Take Your Online Presence to New Heights?

Get found by customers who are actively searching for your products or services online right now. Connecting with the right people at the right time starts with a conversation.

Email: [kayla@kmdmarketingdesign.com](mailto:kayla@kmdmarketingdesign.com) or call 612.581.3612

