

## **Search Engine Optimisation Process Checklist**

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1. Situation Analysis
  - 1.1. Website Metrics analysis
  - 1.2. Website Evaluation
  - 1.3. Search Engine Inclusion
  - 1.4. Search Engine Rankings
  - 1.5. Link Popularity Analysis
  - 1.6. Audit current marketing initiatives
  - 1.7. Competitor Analysis & Benchmarking
2. Planning and Setting Objectives
  - 2.1. SMART objectives
  - 2.2. Project Plan & Timescales
  - 2.3. Tools: Analytics framework
3. Search Phrase Research and Selection
  - 3.1. Keyword Research Tools
  - 3.2. Pay per click competition
4. Site & Architecture Optimisation
  - 4.1. Re-engineer roadblocks
  - 4.2. Redesign Templates, HTML code, and internal linkages
  - 4.3. Home Page Design – most desired response
  - 4.4. Landing Page Design
  - 4.5. Optimising Website Copy
5. Incoming Links Development
6. Manual Submission and Paid Inclusion
  - 6.1. Crawler based engines

- 6.2. DMOZ
- 6.3. Directories, Portals
- 7. Set up a Pay Per Click Campaign
  - 7.1. Google Adwords / Overture / Second Tier Engines
  - 7.2. Search Phrase Selection
  - 7.3. Creative Advert Writing
  - 7.4. Bid management
  - 7.5. Reporting
- 8. Alternative Marketing Platforms
  - 8.1. Affiliate Marketing
  - 8.2. Kelkoo, Amazon Marketplace
  - 8.3. Ebay
  - 8.4. Blogs
- 9. Analysis and Reporting
  - 9.1. Web metrics
  - 9.2. Search phrase positions
  - 9.3. Link popularity
  - 9.4. Search engine inclusion
- 10. Continuous Improvement
  - 10.1. Updating content
  - 10.2. Metrics reviews
  - 10.3. Monitoring ranking algorithms
  - 10.4. Link building
  - 10.5. Search phrase analysis