



SEO Backpack

**The Ultimate Beginner's Friendly Checklist
for Driving More Traffic to Your Website**

by Ivailo Durmonski

The Ultimate SEO Checklist

Beginners friendly Checklist for Driving More Traffic to Your Site

Don't make the mistakes other people are doing. Start with SEO in mind. Creating search engine friendly website plays a key role if you want to succeed in your venture. This short guide will show you all the essential steps for bringing more traffic to your website.

Based on Google ranking factors, the tips here will boost your organic search traffic in just a couple of months. I am personally using all of the tools here and can't recommend them enough.

***Disclosure:** Some of the links below are affiliate links, and at no additional cost to you, I will receive a small commission if you decide to make a purchase. Regardless, I only recommend products or services I use personally and believe will add value to my readers not because of the small commission.*

Wish you a great success with your online project!

Ivailo Durmonski @buildp.com

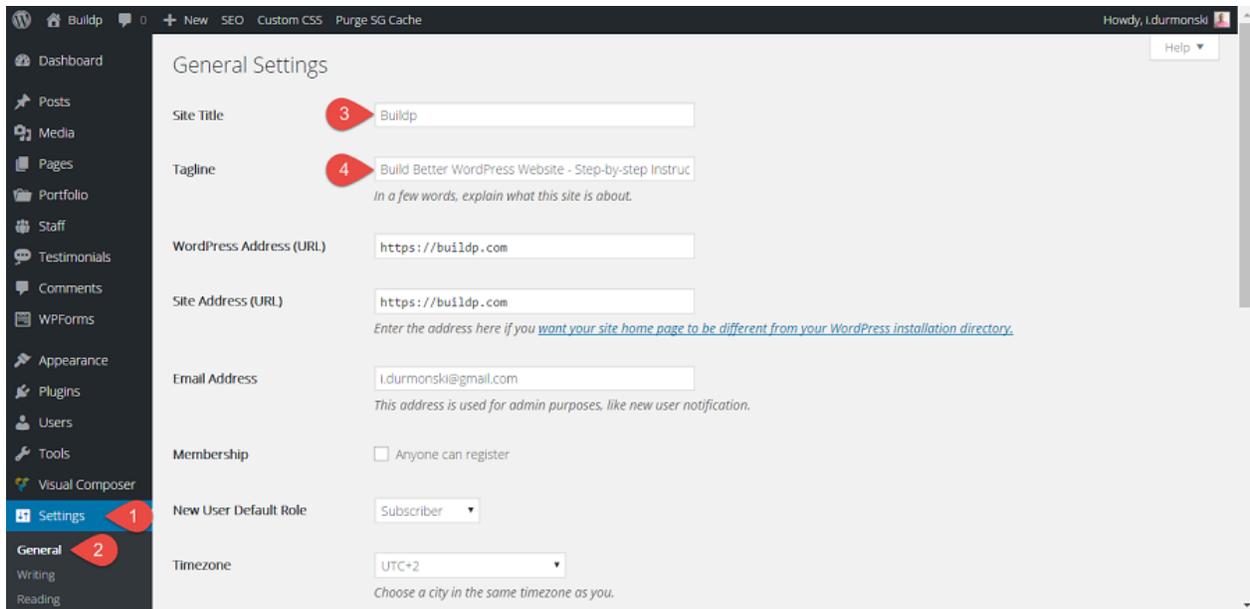
1. Domain name

There are a few things you need to consider before purchasing a domain for your business.

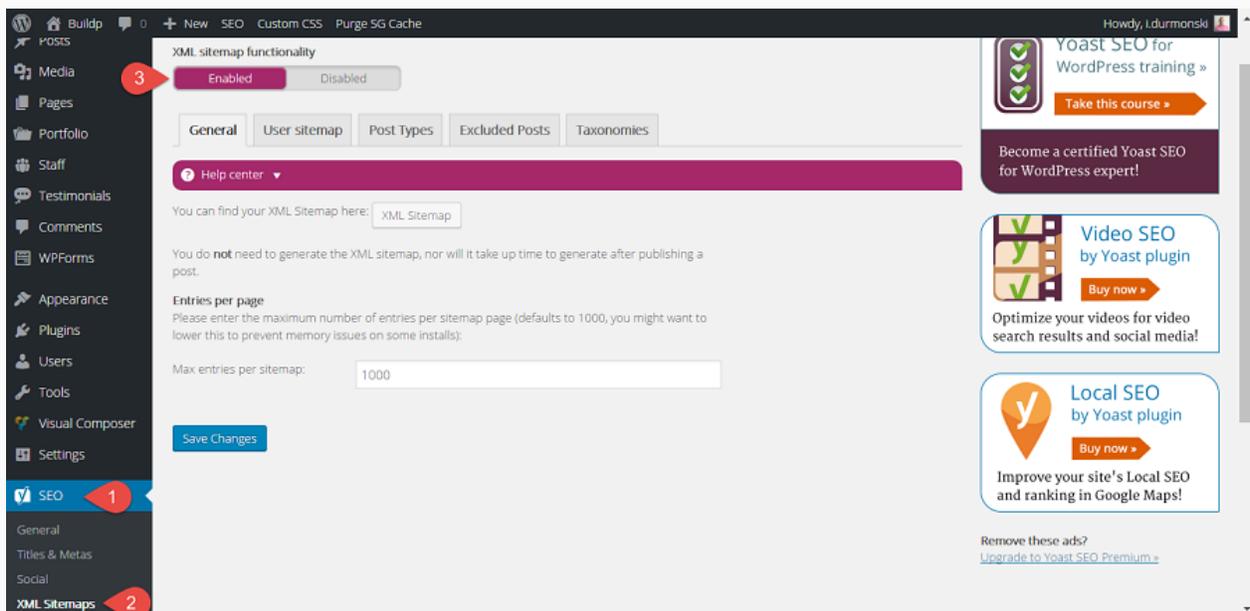
- **Keyword in your domain** - Domain that uses their target keyword as the first word has an advantage over sites that use the same word for second or third word. If you are thinking of starting a site that is helping people live a healthier life, it's a good idea of using the word "healthy" or "health" in the beginning of your domain name. Use the site [Wordoid.com](#) to find domains easier - [Link](#)
- **Domain length** - Too long domains are hard to remember and may hurt your rankings. Avoid registering domains that are longer than 16-18 letters and don't use hyphens between words. My personal suggestions are to find domain between 6 and 12 letters.
- **Domain registration length** - Domains that are pre paid for a couple of years in advance are considered like more legitimate and trustworthy. This doesn't necessarily mean to purchase a domain for 10 years ahead. Two years in advance will be enough to begin with.
- **Domain ID protect** - Yes or No to purchasing ID protect? I will suggest going without it.

2. WordPress admin area configurations

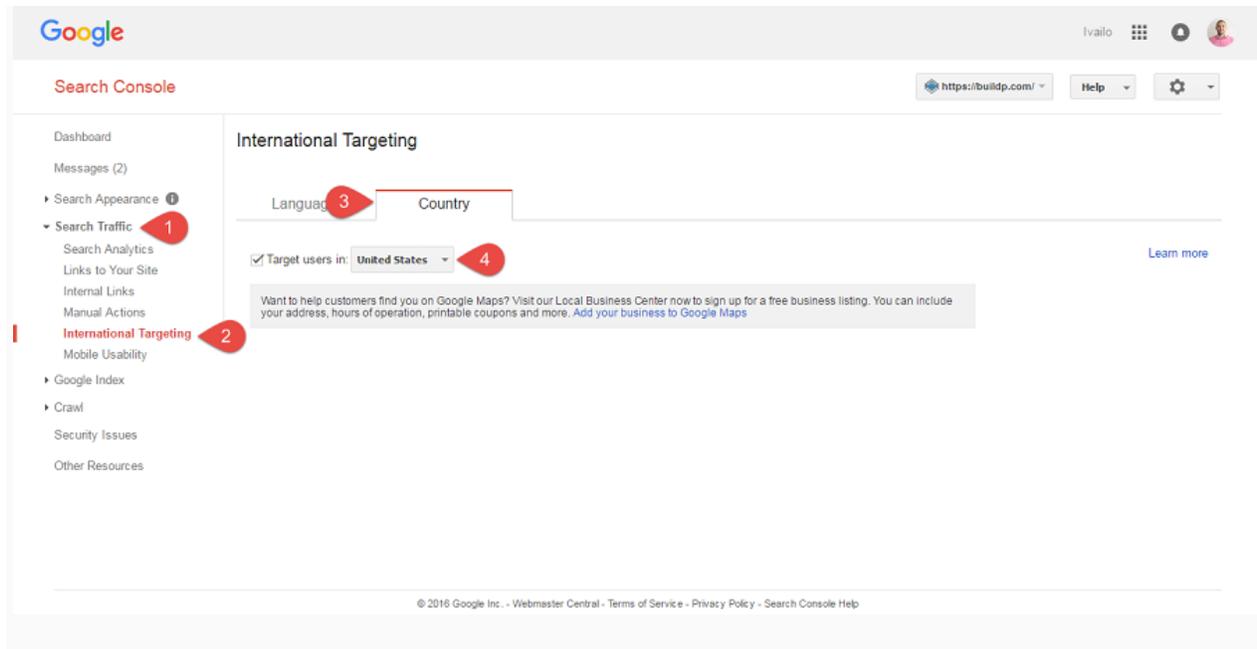
- **Add appropriate site description** - Make sure to include your keyword inside your site description and title. This can be easily achieved by accessing your WordPress admin area by typing `yourdomain.com/wp-admin` > Settings > General:



- **Sitemap** - Generate XML sitemap. You can easily create sitemap for your site by installing SEO Yoast Plugin ([Link](#)) and enabling the feature from inside XML sitemaps:



- **GEO targeting** - If you targeting specific audience, it's good idea to share that with Google. You can very easily target your site to specific country using Google webmaster tools account. Access your webmaster account > Search traffic > International targeting > Choose the preferred country:



See how it's done step-by-step tutorial for managing your Webmaster tools account: [Link](#)

3. Writing Posts

- **Keyword research** - Finding low competitive long tail keywords should be the first thing you should do before you start writing a post. Google keyword planner is a free tool that will help you find suitable keywords for your new post. Access Google Keyword: [Link](#)

Google AdWords Home Campaigns Opportunities Reports Tools

Customer ID: 650-963-0816 I.Durmonski@gmail.com

Register: AdWords Announcements Livestream... View all

Keyword Planner Add ideas to your plan

Your product or service: living a healthier life

Get ideas Modify search

Targeting: Australia, United Kingdom, United States; All languages; Google; Negative keywords

Date range: Show avg. monthly searches for: last 12 months

Customise your search: Keyword filters (1); Keyword options (2); Keywords to include (4)

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
living healthy	1,300	Low	BGN3.38	-	»
health tip	590	Low	BGN4.97	-	»
health living	260	Low	BGN2.12	-	»
daily health tips	720	Low	BGN3.98	-	»
live healthy	880	Low	BGN3.48	-	»
tips for healthy living	210	Low	BGN3.79	-	»
what is healthy living	260	Low	BGN3.44	-	»
healthy living articles	260	Low	BGN4.26	-	»
living a healthy life	140	Low	BGN3.63	-	»

Your plan is empty. Add ad group and keyword ideas from the table to your plan. Or start with an empty ad group.

- **Keyword destiny** - Use the keywords that you've found in the previous step but don't go overboard. I use the main (target) keyword for the title, URL, and I strive to have it around 5,6 times inside the body of the text. I also use other relevant keywords that found during my keyword research phase in the body of the page/post:

WordPress Buildup SEO Custom CSS Purge 5G Cache

Posts: 19 **Tips For Healthy Living** That Will Transform Your Body

Permalink: <https://buildup.com/uncat/tips-for-healthy-living/>

BACKEND EDITOR FRONTEND EDITOR

Add Media Add Form Open Cat

Visual Text

Font Sizes Font Family Paragraph

19 **Tips For Healthy Living** That Will Transform Your Body

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5 **What is Healthy Living?**

6 Healthy living articles Lorem ipsum dolor sit amet, **tips for healthy living** consectetur adipisicing elit. Lorem ipsum dolor sit amet, **tips for healthy living** consectetur adipisicing elit.

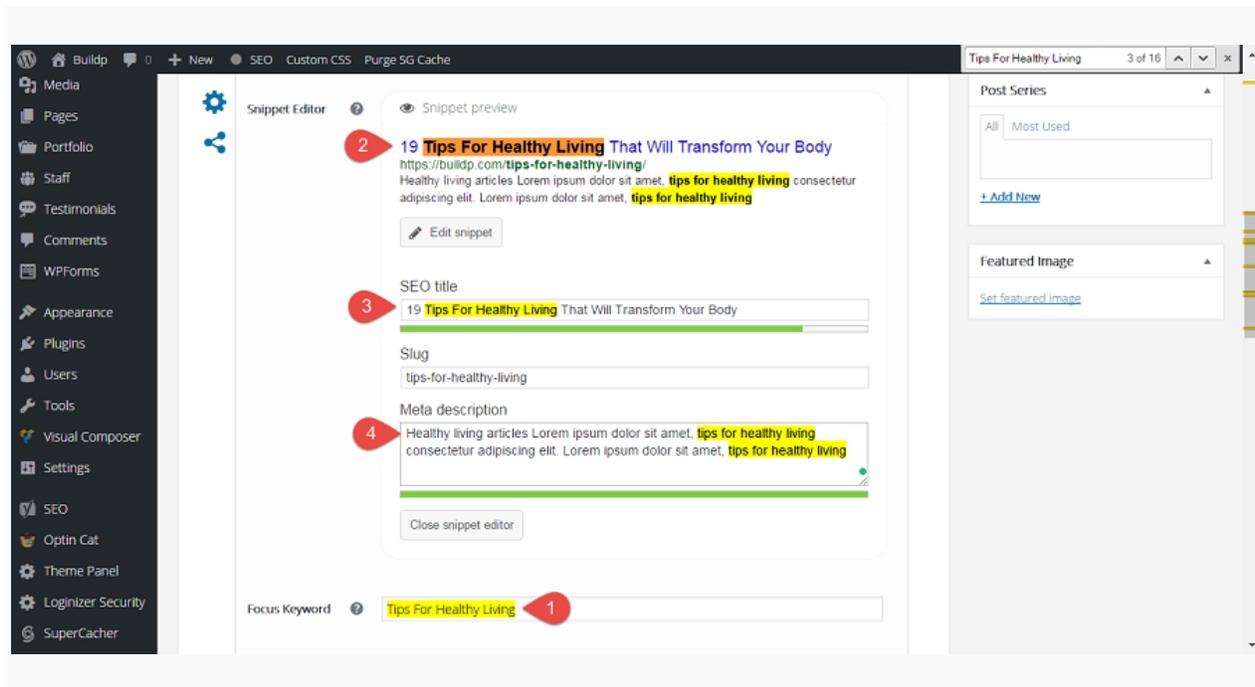
Word count: 113 Draft saved at 12:48:11 pm.

Publish: Save Draft, Preview, Status: Draft, Visibility: Public, Publish immediately, Move to Trash, Publish

Tags: Add, Choose from the most used tags

Format: Categories: All Categories, Most Used, Uncategorized, WordPress Tutorials

- **Keyword in meta description** - Make sure your metadata looks good using Yoast SEO plugin. Once Yoast plugin is installed, after each post and page you will see settings panel that will allow you to edit your on page meta data which is really important for the SEO of your site. Make sure to include the main keyword inside:



- **Headings and bullet lists** - Using your target keyword in H1 headings is also really important for your on page SEO. Additionally, using bullets and numbered lists help break up your content for readers, making them more user friendly.
- **Content length** - In-depth content covering specific topic is ranked higher in search results. Statistics show that articles that are around 2000 words length are ranked higher in the search results. It's good idea to write detailed articles.
- **Proper grammar and spelling** - Proper grammar and spelling is a quality signal. I will personally suggest installing Grammarly tool on your PC. It's free easy to use software and it will show and auto correct the mistakes you've made. [Link](#).
- **Add links to other pages and posts on your site** - Internal linking should be like a habit. Add links to old posts when you write new ones. Do the same thing with the old posts. Linking to relevant articles in your website will increase your pageviews and can help the reader even more.
- **Anchor Text** - When adding links to your site don't use the "click here" text. Rather than that, use the keyword for that specific posts. For example "If you are not quite sure how to start an online business, make sure to check my [getting started WordPress guide](#)." In this sentence above the anchor text is "gettings started WordPress guide", which is relevant to the main keyword in this article.

- **Comment on other blogs** - A commonly overlooked method for building traffic. And by adding comments on blogs I don't mean spamming. Share your thought on sites that are in the similar niche, engage people, start conversations. It might sound strange at first, but soon you will see results.

4. Find sites to link to your site.

Probably the hardest but most efficient strategy for increasing your organic traffic. In time sites will begin linking back to yours naturally (if you provide high-quality content), still there are a couple of things that you might take into consideration:

- **Build a blog** - Make it a valuable, informative, and entertaining resource people would love to read and link to.
- **Create resource page** - List useful resources, tips and life hacks that are helping you the most.
- **Content creation** - Consistently produce useful, interesting stuff that helps and serves your audience in some way. Whether this is going to be video tutorials, step-by-step instructions, tips and tricks or other.
- **(Smart) guest posting** - Search for blogs which are accepting guest posts and write useful and entertaining content. Add links back to your site.
- **Relationships** - Build relationships with other bloggers in your niche. This will benefit both of the parties by exchanging links.
- **Honest testimonials** - Write an honest testimonial about a product or a service you are using and send it to the owner.

5. Website speed.

- **Use reliable and fast hosting** - Choosing a hosting provider is something you should take very seriously. Your site speed and uptime depends on that decision. If you are looking for WordPress-Optimized web hosting that's running on SSD, make sure to check out InMotion hosting - [Link](#).

- **Install caching plugin** - Adding a caching plugin is a must. Boost your site speed by caching and minification of HTML and Javascript. One of the best free caching plugins I've ever used are: WP Performance Score Booster ([Link](#)) and WP Super Cache ([Link](#)). Another really famous caching plugin is W3 Total cache ([Link](#)), but it's a bit hard to configure
- **Optimize images** - Image optimization will significantly reduce the loading speed of your post and pages. The best practice is resize all of your images to fit your site. In regards optimizing images, I personally use online tool called TinyPNG to compress all of my images before they are uploaded ([Link](#)). On top of that, I installed wp smush plugin that saves me a couple of additional KB, without compromising on the quality of the media files ([WP smush plugin Link](#)).

6. Extra recommendations.

Some extra tips that will help boost your traffic even more:

- **Content that helps** - Write in-depth articles that help your readers. Don't forget to add Contact us; About us; Terms of service and a Privacy pages on your site. This will tell that your site is legitimate and trustworthy.
- **Site architecture** - Make sure your site is user friendly and easy to navigate. Arrange the menu section of your site in the best possible way. If needed play around with it, till you find the optimal position for each of your pages.
- **Mobile responsiveness** - Google will penalize your site if it's not mobile friendly. There is a slight chance your site may not be mobile responsive, simply because almost all of the new WordPress themes are mobile responsive. Still, you can use this link to test your site and see if it's fully responsive. Check mobile responsiveness here: [Link](#).
- **Submit your site to free submission sites** - Great way to get free backlinks to your site is by submit it to free URL submission sites like Alltop.com ([Link](#)). I recommend using also : Eentireweb.com ([Link](#)); Usalistingdirectory.com ([Link](#)) and Marketinginternetdirectory.com ([Link](#))
- **Lower your bounce rate** - Firstly, make sure to install this plugin - Reduce Bounce Rate: [Link](#). Another really simple way to increase your pageviews and lower your bounce rate is by adding related articles after each post.

- **Social networks and shares** - When you develop your site don't forget to create social media profiles in major sites like Facebook, Twitter, Google plus, Instagram, LinkedIn and etc. My personal recommendation will be to choose up to 3 social media platforms and stick to them.
- **Email Opt-in forms** - Add email opt-in forms to your site offering something free (like this guide) to build email list. Gathering email subscribers will allow you to promote your future products and bring visitors back to your site. You should start growing your email list from day 1. An email opt-in plugin will collect emails but you will need something to store them. I use MailChimp. It's free for up to 2000 subscribers and it's really easy to use. Access MailChimp: [Link](#).

3 awesome Email opt-in plugins:

- [Rapidology](#)
- [ConvertPlug](#)
- [ThriveLeads](#)

Library of links

- Online tool that will help you find the best domain - [Wordoid.com](https://wordoid.com)
- Best Free SEO plugin - [Yoast SEO](https://yoast.com)
- Steps to create Google Webmaster tools account - [Create Google Tools account](https://support.google.com/webmasters/answer/9354669)
- Find keywords for your posts and pages - [Google Keyword Planner Tool](https://ads.google.com/features/tools/keyword-planner/)
- Free grammer checker tool - [Grammarly.com](https://www.grammarly.com)
- WordPress-Optimized web hosting - [InMotion Hosting](https://inmotionhosting.com)
- Best Caching Plugins:
 - [WP Performance Score Booster](https://wp-performance.com)
 - [WP Super Cache](https://www.wpsupercache.com)
 - [W3 Total Cache](https://www.w3totalcache.com)
- Online tool for image optimization - [TinyPNG](https://tinypng.com)
- Image optimization plugin - [WP Smush](https://wpsmush.com)
- Free website submission sites:
 - [Alltop.com](https://alltop.com)
 - [Entireweb](https://entireweb.com)
 - [Usalistingdirectory.com](https://uslistingdirectory.com)
 - [Marketinginternetdirectory.com](https://marketinginternetdirectory.com)
- Build your email list and send better emails - [MailChimp](https://mailchimp.com)
- Awesome Email opt-in plugins:
 - [Rapidology](https://rapidology.com)
 - [ConvertPlug](https://convertplug.com)
 - [ThriveLeads](https://thrivethemes.com/thriveleads)

Let's connect:

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[FaceBook](#)

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