

SEO Roadmap: How to get started

1. Inbound links

- Create uniquely valuable, long-form content.
- Add content upgrades to your posts.
- Audit your content for opportunities to add value.
- Create highly sharable graphics for each post, sized for each social site you use. Post them.

3. Domain security

- Get an SSL certificate installed on your site.
- Update all of your links to https or use a plugin that will force https on your entire site.

5. Page Speed

- Compress your images.
- Run your website on Google PageSpeed Insights, use their recommendations.

7. Website architecture

- If you're in WordPress, create categories for each topic. Fewer is usually better.
- Organize your website's subdirectories clearly.
- I recommend setting up your permalinks to: `yourwebsite.com/category/post-name`.

2. Keyword intent

- Conduct keyword research.
- Use your keyword a few times.
- Use keyword synonyms.
- Use multiple variations of your keyword phrase.
- Be sure your keywords sound natural.

4. Topic authority

- Select the topics you'd like to become an authority on.
- Create a content strategy around those topics
- Develop helpful, valuable content around those topics

6. Content structure

- Headings + subheadings in posts
- Add images to posts
- Create pinnable images for posts
- Utilize bold typography (sparingly)

8. Meta tags

- Image alt attributes
- Title tags
- Meta descriptions