

# SEO CHECKLIST FOR BEGINNERS

## Keywords

- Yoast plugin
- keywords in each post
- save images using keywords
- meta descriptions
- research: Google, BuzzSumo
- use long-tail keywords
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## Optimize site

- lots of value
- clear fonts and good font size
- strong About Me page
- check bounce rate
- https site = safer
- more content than ads/promos
- headings, images, short paragraphs

## Get social

- be helpful
- guest post
- backlinks
- forums
- Facebook threads
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## Bonus points

- submit sitemap to Webmaster tools
- use PageSpeed Insights
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