

# SEO Checklist

My guide for Google Search

[BussinesAndMe.com](https://BussinesAndMe.com)



Use this checklist to ensure your SEO efforts are on track for ranking #1 on Google.

**Instructions:** Mark each step as complete once you've finished it.

- [ ] **Technical SEO Audit:**  
Use SEO tools to find and fix technical issues. Prioritize fixes based on potential traffic impact.
- [ ] **Competitive Analysis:**  
Track your competitors' rankings, backlinks, and content strategies. Reverse-engineer their success to identify opportunities.
- [ ] **Keyword Research:**  
Target keywords that have low difficulty but high cost-per-click (CPC). Focus on keywords that drive conversions. **If possible, target transactional keywords instead of just informational** (that may land in the Google AI Overviews without sending any clicks)
- [ ] **AI Content:**  
Leverage AI tools for content ideation and scaling content production - **create interactive content (services, tools, downloads, etc.)** to entice the visitor. **Prioritize human-written content** to ensure high E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness).
- [ ] **Backlink Strategy:**  
Use the backlink reports to find link prospects. Target sites that link to 3 or more of your competitors. Personalize your outreach efforts.
- [ ] **Brand Building:**  
Increase branded searches by distributing your content across multiple channels. Build brand awareness and recognition.
- [ ] **Content Refresh:**  
Regularly update older posts that are declining in performance. Add new statistics, tools, and services, reformat for readability, and ensure the content is current.
- [ ] **Avoid SEO Mistakes:**  
Do not duplicate topics across your site. Build a clear site structure with a logical hierarchy and effective internal linking.