



**THE BLUE OCEANS GROUP**  
— BE THE MASTER OF YOUR OWN THOUGHTS —

**HELPING YOUR SITE RANK #1**

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# **SEO CHECKLIST**

**GOOGLE'S RANKING  
FACTORS**

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## SEO Basics

- Set up Google Search Console
- Install Bing Webmaster Tools
- Setup Google Analytics
- Install SEO Plugin for Wordpress  
(Yoast SEO/ All in One SEO)
- Proper Research for Long Tail and Short Tail Keywords
- Create Profiles on Social Media Accounts
  - YouTube
  - Facebook (Important)
  - Twitter (Important)
  - Pinterest
  - LinkedIn
  - Instagram
  - Quora
- Use SEO Research Tool
  - SEMrush/ AHrefs/ Google Keyword Planner  
MOZ/ Serpstat/ UberSuggest



## Domain Level Factors

- Domain Age
- Exact Match Domain
- Top Level Domains
- Keyword in Root Domain
- Domain Registration Length
- No Domain Penalties
- Google Publisher Markup
- Brand Keyword Hybrid Anchors
- No URL Query in Domain
- Domain History
- Domains without Numbers
- Penalized Whois Owner
- Country TLD Extension



## On-Page SEO Factors

- Front Load your Keyword and wrap your Title in <H1> Tag
- Use modifiers to your Title (Eg Best, Guide, 2020, Ultimate)
- Leverage SEO Friendly URL (Keep URLs Short)
- Include Keyword in URL
- Optimize Image with Title / Description / Alt tags
- Use Quality Page Meta Tags (Title/Description) to inc CTRs
- Wrap your Sub-headings in H2,H3,H4 tag(Include keyword)
- Make a heading after every 200-300 words
- Use keyword in first 150 words of your article
- Cover your Page's topic in-depth
- Chunk your content to maximum readability
- Delete Zombie Pages
- Use High DA Outbound links to related pages/sources to give a signal to Google about Page's topic
- Add at least 2-3 internal links in every post
- Dazzle with Multimedia & Optimize well (Engage with images/Infographics/GIFs/Videos/Graphs/Screenshots)
- Sprinkle quality LSI Keywords to determine page relevance
- Boost Site Speed (less than 4 secs) and performance



## On-Page SEO Factors

- Boost Dwell Time (Write Long, engaging content that keeps people reading)
- Frequently update or relaunch old content / Blogs to improve Search engine ranking
- Check for Duplicate Content (Create Unique and High Quality Content)
- Optimize your site with SEO Wordpress Plugin
- Make website Responsive (mobile friendly) to reap SEO benefits
- Post Long Content (2000+ words)
- Use Rel Canonical Tag to improve link and ranking signals
- Delete thin / boilerplate Content
- Use Social Sharing Buttons
- Use Semantic markup
- Use Schema markup
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## Off-Page SEO Factors

- Build Powerful DA Backlinks with GUESTPOSTING
- Submit your site to Google Local Listing
- Search for Broken Link Building Opportunities globally
- Number of Linking ROOT DOMAINS (Referring Domains)
- Create Social Brand Pages to boost your ranking in SERP
- Choose Appropriate Host to avoid downtime
- Use Link baiting to get more Inbound Links
- Backlink Age (Older Domains earn trust from Google)
- Use Google Disavow tool to improve ranking
- Enhance your Outreach strategy for Quality Link Building
- Use Social bookmarking & networking to boost PageRank
- Use Google Business Reviews to improve local SEO
- Use Quality Backlinks:
  - Infographic Outreach
  - Become a Podcast Guest
  - Guest Blogging
  - Blogger Outreach (Email/Social Media)
  - Mention Influencers in Blog Posts
  - Join relevant forums and Q/A websites
  - Build contextual backlinks with link roundways
  - Reverse engineer Competitor's High DA backlinks
  - Participate in Interviews and in events as a speaker



## Technical SEO Factors

- Use Optimized Robots.txt to Control Search Engine Crawlers
- Add Breadcrumbs to improve Navigation
- Identify CRAWL Errors to improve site's ranking
- Create an HTML Sitemap for better navigation & indexing
- Use Country TLD Extension to boost country specific ranking
- Secure your site with HTTPS (SSLCertificate)
- Fix and Remove Duplicate Content Issues
- Make your Website Responsive (Mobile-Friendly) to improve user experience and reduce bounce rate
- Check your Site's Loading Speed
- Fix Broken Links
- Submit an XML Sitemap to speed up indexing
- Use HREFLANG for multilingual websites
- Create effective 404 pages
- Encourage Search Engine to index your site
- Set Correct 301 Redirects
- Create SEO-Friendly URLs
- Make your Site Loading Fast



## Local SEO Factors

- Presence of Google My Business Listing
- Sentiments & Keywords in online reviews
- Keywords used in GMB Profile
- NAP (Name Address Phone) Citations
- Number of Check-ins at that location
- Google Maps star rating for that business
- Social Media Shares
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# Google Penalties

## LIST OF SPAMS & BLACKHAT SEO TECHNIQUES

- Panda, Penguin, Hummingbird, Pirate
- Cloaking & Sneaking Redirects
- Hacked Site
- HiddenText & Keyword Stuffing
- Pure Spam
- Spammy Free Hosts
- Spammy Structured Markup
- Thin Content
- Unnatural links /Buying links to your Site
- Getting involve in SERP Spam by using Auto boot or Auto Click
- Other Link Manipulation Techniques