



## Checklist 16 - Traffic To Your Review Blog

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*The most important aspect after setting up your review blog is generating traffic. While a successful blog is built against a backdrop of content and consistency, there are several other SEO optimization factors at play in directing traffic to your blog. Here is a list of SEO factors to help drive traffic to your blog:*

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Be consistent in creating content.                                    | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Keep updating and refreshing fresh posts.                             | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Include internal links as well as cross links of your content.        | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Create comprehensive and readable content.                            | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Ensure the headlines are short and capture the value of your content. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Include both primary and secondary keywords in your content.          | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Generate more backlinks.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Leverage video marketing.   | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- |    |  |                          |                          |
|----|--|--------------------------|--------------------------|
| 9  | Incorporate quality images in your content to make your content visually attractive. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Add keywords on the alt image to boost SEO.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Incorporate keywords in your post URL.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Engage in guest blogging to generate quality backlinks.                              | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Create a competitor quality checklist to evaluate their strategies.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | Create an email list.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Constantly share current and past content across social media platforms.             | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | Engage tools like IFTTT that enable you to share your content automatically.         | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | Create relationships and partnerships with other bloggers in your niche.             | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 | Create interactive content and allow user engagement.                                | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



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- 19 Leverage social proof to generate more traffic to your website.
  
- 20 Optimize your page load time and your site's overall speed.
  
- 21 Engage in online communities.

*Notes*