



Checklist 3 - Assigning Primary And Secondary Keywords

Project Name: _____

Date: _____

Yes No

Keywords help the search engine understand the content thereby optimizing then page and enhancing its ranking. This checklist provides a guide for assigning primary and secondary keywords.

Part 1 – The Researching Phase

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Conduct a keyword research to determine relevant primary and secondary keywords for your blog. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Select primary and secondary keywords that popularly resonate with users. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Select low-competition key words that are within your site’s competitive power. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Use tools such as Wordtracker or Google data to generate appropriate primary keywords. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | After getting the primary keywords, perform a second round of research. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Find at least five secondary keywords to support the primary keywords. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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Part 2 – Setting And Saving The List Of Keywords

- 7 Ensure the primary keyword is used in at least one subheading in each page.
- 8 Check that the secondary keyword is used at least once in the content.
- 9 The primary keyword should be in the title and the first paragraph of your content.
- 10 Ensure the primary keyword is in the SEO meta description.
- 11 Set up internal links from pages on your blog that are relevant to the keywords.
- 12 Ensure the primary keyword is in an image on the page.

Part 3 – Evaluation

- 13 Use optimization tools such as Alexa’s SEO Audit Tool and On-Page SEO Checker to check your work.

Notes

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- 14 Evaluate the performance of the keywords regularly.
- 15 Determine which keywords have highest conversion rates.
- 16 Continue adding relevant keywords to your site.

Notes