

# A Step-by-Step SEO Strategy Checklist for a New Blog

This is a simple checklist, but there are more powerful tools—like <https://marvlus.ai/tools/seoaudit/> that can automate the process and uncover deeper SEO opportunities to help you drive higher rankings from this page.

- Define your blog's goals (Traffic, leads, email subscribers, etc)
- Do extensive keyword research: <https://marvlus.ai/keyword-tracking/>
- Research and identify a long list of blog post topics
- Identify social media channels to promote your blog posts: <http://checkli.com/s/5953cb15132c5>
- Identify ways to repurpose your blog post content: (youtube, Checkli, Slideshare, medium, tweets, infographics, etc)
- Create a 3-6 month blog post calendar