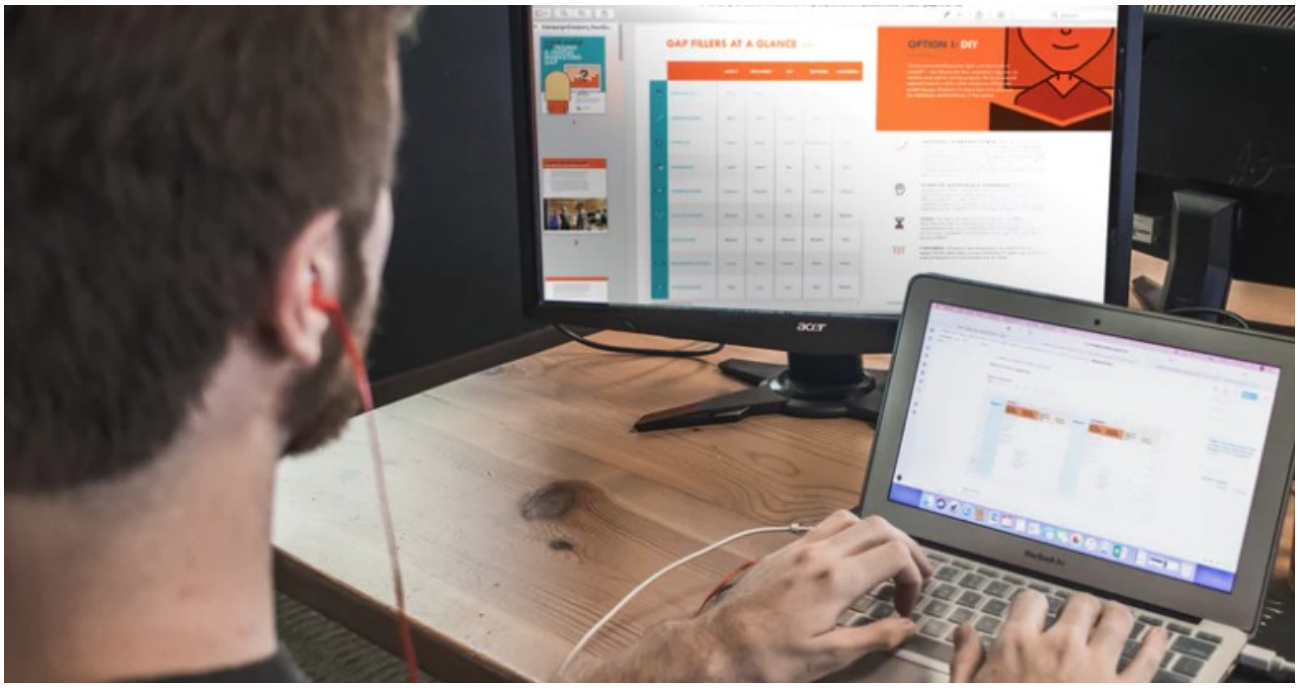
How to Become an SEO Expert

Becoming an SEO expert is all about having an open mind, being curious, taking action, and having a drive to learn new things. Anyone can become an SEO expert if you follow the steps below.



Adopt an SEO Mindset

- [ ] Learners Mentality https://www.zoho.com/cliq/blog/7-ways-to-develop-a-learner-mindset.html
- [ ] Take action
- [ ] Positive Attitude
- [ ] Solutions Oriented
- [ ] Ask for Help

SEO Keyword Research

- [ ] Pick a niche you're interested in or passionate about
- [ ] Do keyword research using free tools (Ubersuggest, Keywords Everywhere and Answer The Public are a good start) https://neilpatel.com/ubersuggest/
- [ ] Make a list of keywords you're targeting and break them out into primary, secondary, and tertiary

Build an SEO-Friendly Website

- [ ] Use Wordpress

- [ ] Download a Theme
- [ ] Choose a Hosting Platform

Technical SEO Checklist

- [ ] Install Yoast SEO plugin
- [ ] Have your hosting company install HTTPS
- [ ] Install Google Analytics and Google Webmaster Tools

On-Page SEO Checklist

- [ ] Do on-page SEO for every page on your website
- [ ] Title Tags: Make them clickable, actionable, and use primary keywords
- [ ] Meta Descriptions: Make them clickable, actionable, and use primary keywords
- [ ] Make sure you add an alt tag and caption on ALL images
- [ ] Target anchor text and inner link to sub pages
- [ ] Blog once per month using your keyword list
- [ ] Make sure all pages have 500 words or more
- [ ] Write for people not search engines

Off-Page SEO Checklist

- [ ] Start a Twitter around your niche
- [ ] Engage in conversations that revolve around your website
- [ ] Actively search for guest blogging opportunities
- [ ] Create infographics
- [ ] Share your blogs on social media (Twitter, Facebook are a good start)
- [ ] Comment on the most popular blogs in your niche and link back to your website

Continuing Education for SEO

- [ ] Read Neil Patel, Yoast, Backlinko, and SEMrush SEO blogs everyday https://backlinko.com/
- [ ] Be helpful, approachable, and relevant
- [ ] Join an SEO and/or digital marketing meetup group

- [ ] Pick up a simple freelance gig on upwork
- [ ] Continued Education
- [ ] Answer questions on Quora
- [ ] Keep repeating the steps above for the same website, a new website, an agency, or as a freelancer!

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