THE ADVANCED GUIDE TO SEO

CH1 INDEXATION & ACCESSIBILITY

1  YOUR SITE LIKE A SEARCH ENGINE

 [ ]  Install the Plugins

 [ ]  Disable JavaScript in FireFox

 [ ]  Disable CSS with the Web Developer Plugin

[ ]  Set User-Agent to Googlebot

 [ ]  Fire up your website and browse!

2 CRAWL YOUR SITE WITH SCREAMING FROG

 [ ]  Crawl The Site

 [ ]  Save Your Crawl

 [ ]  Check Page Levels

 [ ]  Check for Crawl Errors

 [ ]  Find & Fix Long Titles

 [ ]  Find & Fix Long Descriptions

 [ ]  Look at Indexation Settings

 [ ]  How To Find All Pages With Any HTML

3 SELF AUDIT FOR A SITE REDESIGN

 [ ]  Create A Spreadsheet To Monitor Progress

 [ ]  Monitor Number Of Pages Indexed

 [ ]  Monitor Cache Date

 [ ]  Monitor Pagerank

 [ ]  Monitor Seomoz Domain Authority

 [ ]  Monitor "Not Found" Errors

4 TESTING A NEW SITE BEFORE IT GOES LIVE

 [ ]  Get the IP address of your new website.

 [ ]  Edit your hosts file to point to your IP address

 [ ]  Test your website

 [ ]  Undo Changes

5 MIGRATING TO A NEW SITE WITHOUT DOWNTIME

 [ ]  Set the TTL of your new domain to 5 minutes

 [ ]  Locate the DNS settings for your domain

 [ ]  Change the DNS settings on your current domain.

 [ ]  Unset your hosts file by removing the lines you added in step #1.

 [ ]  Wait 5 minutes, then try to go to your new website

6 CRAWLABLE AJAX (USING JQUERY GET)

 [ ]  Add a <DIV> tag with a unique ID in the body where your dynamic content will go

 [ ]  Create your HTML template

 [ ]  Add jQuery to your site

 [ ]  Add JavaScript to the site that will load content into the <DIV> tag

 [ ]  Create your PHP script

 [ ]  Test your script on your web server

 [ ]  Check view-source

 [ ]  Check Inspect Element

7 CRAWLABLE AJAX (WITHOUT HASHES)

 [ ]  Start by creating a PHP script that will add the proper <meta> tag in the header

 [ ]  Next, we will create a function that renders the page

 [ ]  Next, we will add code to handle the escaped fragment query string

 [ ]  Next, we will create a content.php file

 [ ]  Finally, we will create ajax\_crawling.json

 [ ]  Test the page as rendered by a user

 [ ]  Look at the view source

 [ ]  Look at the Inspect Elements view

 [ ]  Check the bot's view by adding"?\_escaped\_fragment\_" to the end of the URL

 [ ]  Check view source of the bot's view

8 CROSS DOMAIN REL=CANONICAL

 [ ]  WHEN TO USE

 [ ]  HOW TO IMPLEMENT

 [ ]  LAST FEW HINTS

[ ]  Make the links absolute not relative (include the full http:// etc)

[ ]  Just like with 301s avoid chains of canonicals

[ ]  Ultimately this is a hint for Google, not an absolute direction, so you will want to check Google's index and webmaster tools to see if it has been followed.

9 FIXING HTTPS DUPLICATE CONTENT ERRORS

 [ ]  Finding https pages that have been indexed

 [ ]  Diagnose Why They Ended Up In The Index

10 PAGINATIONWITH REL=NEXT

 [ ]  Identify Your Pages In The Series

 [ ]  Add rel="next" To Page One

 [ ]  Change the DNS settings on your current domain

 [ ]  Add rel="prev" to the last page

11 REDIRECTING ERROR PAGES WITH .HTACCESS

 [ ]  Create Your Error Page

 [ ]  Configure .htaccess

12 OPTIMIZING RSS FEEDS

13 VIDEO SITEMAPS

 [ ]  Create an Empty XML File

 [ ]  Paste This Into the XML File

 [ ]  Submit Your Sitemap to Google Webmaster Tools

[ ]  Option ASubmit it to Webmaster Tools Directly

[ ]  Option BAdd The Following Line To Your Robots.txt File

14 [ ]  .HTACCESS HACKS

15 [ ]  DETECTING GOOGLEBOT

16 ADD CUSTOM SEARCH ENGINE TO YOUR SITE

 [ ]  Compose a Title and Description

 [ ]  Add Sites To Be Included in Search

 [ ]  Select Edition and Confirm

17 MULTILINGUAL MARKUPAND GOOGLE TRANSLATE

 PHASE I: GETTING THE CODE

[ ]  Translate Page or Part of Page?

[ ]  Select Language of Your Webpage

[ ]  Show Optional Settings

 PHASE II: INSTALLING THE CODE ON YOUR SITE

[ ]  Decide Where You Want To Translate Box To Appear

[ ]  Installing The Code In The Header [option A]

vInstalling the Code in a Sidebar. [option B]

18 [ ]  BLOCK POTENTIALLY MALICIOUS OR HARMFUL LINKS TO YOUR SITE

19 [ ]  BROWSER PLUGINS FOR ON-SITE ANALYSIS

CH2 SITE SPEED & PERFORMANCE

1 MEASURING YOUR SITE SPEED

 [ ]  Go To Google PageSpeed Online

 [ ]  Run The Tool On

 [ ]  Run the Tool On Inner Pages

 [ ]  Test Your Site For MOBILE Site Speed

2 TRACK PAGE LOAD IN ANALYTICS

 [ ]  SETTING UP TRACKING IN WORDPRESS

[ ]  Install the Normal Tracking Code

[ ]  Set Sample Rate

[ ]  Check Source Code

 [ ]  SETTING UP TRACKING IN NON WORDPRESS

 Locate Your Google Analytics

[ ]  Add Page Load Time Code

[ ]  Add Sample Rate Code

3 USING YAHOO'S YSLOW PLUGIN

 [ ]  Install YSlow

 [ ]  Open and Run YSlow

 [ ]  Reading The Results

4 FINDING LARGE IMAGES TO REDUCE

 [ ]  GOOGLE IMAGE SEARCH

[ ]  Go To Google Image Search

[ ]  Do A Site Search

[ ]  Shut Off Safe Search

[ ]  Filter By Size

[ ]  Look at Results

[ ]  USE SCREAMINGFROG SEO SPIDER

[ ]  Crawl The Site

5 GOOGLE CLOSURE TO OPTIMIZE FOR SPEED

6 OPTIMIZING CSS AND JS FILES

 [ ]  Download and Install Less Applications

 [ ]  Open the Less Application

 [ ]  Open the Folder Where your CSS Files are and Rename your CSS Files as ".less"

 [ ]  Drag the folder with your LESS files into the Less application

 [ ]  Click on Compiler, then Compile All

 [ ]  Less will Automatically Minify your LESSFiles into CSS Files While it's Open

7 [ ]  INSTALLING GOOGLE'S MOD\_SPEED FOR APACHE

8 BROWSER CACHING(NON-WORDPRESS SITE)

 [ ]  Log Into Your FTP Server and Backup Your .htaccess file

 [ ]  Find Your .htaccess File

 [ ]  Download and Backup the .htaccess File

CH3 NEW SEARCH

1 SCHEMA.ORG METADATA IMPLEMENTATION

 [ ]  Basic Attributes Of Microdata

 [ ]  Using Schema In Your Blog

2 VIDEO INDEXATION MARKING UP YOUR VIDEOS WITH SCHEMA.ORG

 [ ]  Paste the Normal Video Code On Your Page

 [ ]  Wrap In Video Object

 [ ]  Add Basic Markup

 [ ]  Add Additional Markup

3 [ ]  YAHOO SEARCH MONKEY RDFA

 UNDERSTANDING IDENTIFIERS

4 [ ]  ADDING THE DUBLIN CORE TO YOUR SITE

5 GOOGLE REL=AUTHOR TAG IMPLEMENTATION FOR MULTIPLE AUTHOR SITES

 [ ]  SIMPLE METHOD

[ ]  Link To The Individual Author Profile From Each Post

[ ]  Each Author Adds "Contributor" Link To Every Blog They Are a Guest Author On

 [ ]  ADVANCED METHOD

[ ]  Link To The Individual Author Profile From Each Post

[ ]  Add rel= "author" Links From Blog Posts To Profile Page

[ ]  Add rel="me" From Bio Pages To Google Profile

[ ]  Click on Compiler, then Compile All

6 GOOGLE REL=AUTHOR TAG IMPLEMENTATIONFOR SINGLE AUTHOR

 [ ]  Add Rel=Author To Your Site

 [ ]  Link Back To Your Site From Your Google Profile

7 [ ]  ENTITY SEARCH

8 [ ]  ADDING YOUR SITE TO ENTITY BASED SOURCES

CH4 WORDPRESS

1 [ ]  ADVANCED INDEXATIONFOR WORDPRESS SITES (YOAST SEO)

2 [ ]  SECURING WORDPRESS

3 [ ]  MAKING WORDPRESSCOMMENT REPLY LINKS NOFOLLO

4 [ ]  INTERNAL LINKINGWITH SEO SMART LINKS

 [ ]  Install The Plugin

 [ ]  Configure

5 [ ]  GET RID OF DATE IN SERPS / WORDPRESS

6 CREATING A CUSTOM WORDPRESS AUTHOR BIO PAGE

 [ ]  File Setup

 [ ]  Current Author Detection

 [ ]  Rough Draft

 [ ]  Variables

 [ ]  Putting It Together

7 [ ]  USING WP-SUPER CACHE

8 [ ]  ADDING YOUR SITE TO ENTITY BASED SOURCES

CH5 ADVANCED DATA RESEARCH

1 [ ]  INTRO TO IMPORT XML

2 IMPORTXML — QUORA/TWITTER

 [ ]  Find a Group or Topic

 [ ]  Enter The Quora URL In Column A

 [ ]  Create the importxml Function To Scrape Usernames

 [ ]  Create Full URLs

 [ ]  Scrape For Twitter URLs

3 [ ]  SCRAPING UBERSUGGESTFOR KEYWORD IDEAS

4 FINDING ANY HTML IN A LIST OF WEB PAGES

 [ ]  Google Searches

 [ ]  Scrape the URLs from the Google Results

 [ ]  Filter the URLs through Screaming Frog

5 [ ]  USE CITATION FINDER TO FIND LINK OPPORTUNITIES

 [ ]  SEARCH (WITHOUT A PROJECT)

6 [ ]  HARVESTING EMAIL ADDRESSES

 [ ]  GATHER URLS

7 [ ]  SOCIAL LISTENING:ADVANCED LISTENINGTO TWITTER

8 [ ]  BROWSER PLUGINS

9 USING A PROXY

 [ ]  Go to http://www.rosinstrument.com/proxy/

 [ ]  Copy and paste proxies into Scrapebox to Test Them

 [ ]  Return Good Proxies Back To Main List

 [ ]  Copy Proxy Address Into Your Rank Checking Software

CH6 KEYWORD RESEARCH

1 [ ]  BEYOND GOOGLEADWORDS KEYWORDRESEARCH

2 [ ]  USE SEARCH SUGGEST SCRAPERS FOR FAST KEYWORD IDEAS

3 [ ]  USE GOOGLE CORRELATE

4 TRACKING INTERNALSITE SEARCH

 [ ]  Check How Your Site Does a Site Search

 [ ]  Set It Up in Analytics

 [ ]  How To Use The Data

 [ ]  Take Action

5 SCRAPING SEARCH SUGGEST FROM THE COMMAND LINE

 [ ]  Extract Initial JS File

 [ ]  Create an .sh File

 [ ]  Run The Code In Terminal (Mac)

6 RUNNING YOUR OWN KEYWORD FREQUENCYANALYSIS

 [ ]  Create your .sh Code

 [ ]  Run the Script

CH7 LINK BUILDING WITH CONTENT

1 CREATE A "TOP" LISTAND GET LINKS

2 [ ]  BUILD LINKS WITH PDFS

3 LINK BUILDING WITH IMAGES

 [ ]  Collect and format your photos

 [ ]  Find People Who Need Your Photos

4 CREATE A 3D JAVASCRIPTPAGE OR MICROSITE WITH HTML5 AND CSS3

 [ ]  Download the Code

 [ ]  Install on your Server

 [ ]  Create Your Slideshow

CH8 LINK BUILDING TECHNIQUES

1 [ ]  UBMIT TO SITES WITH FOLLOWED LINKS

2 [ ]  CAPTURING LINKS FROM BRAND MENTIONS

3 USING SCRAPEBOXFOR FAST WHITE HATBLOG COMMENTING

[ ]  Open Text Files

4 [ ]  GETTING A LINK FROM DMOZ

5 [ ]  COMMENT LINKSWITH DISQUIS

6 BROKEN LINK BUILDING

 [ ]  Get Your Elements Ready

 [ ]  Determine Google Queries

 [ ]  Extract URLs

 [ ]  Run URLs Through Screaming Frog (or Xenu Link Sleuth)

 [ ]  Examine The URLs With Broken Links For Relevance

 [ ]  Determine Google Queries

7 ADDING EASY TO COPY AND PASTE EMBED CODE

 [ ]  Switch To HTML Mode

 [ ]  Display Image on Page

 [ ]  Return Good Proxies Back To Main List

 [ ]  Place The Contents Within <textarea>

 [ ]  Preview The Page

8 [ ]  LINK BUILDING WITH YOUR TWITTER PROFILE

9 [ ]  COPY AND PASTING LINK BUILDING WITH TYNT

10 FINDING AN INCREDIBLY LINK WORTHY DOMAIN

 [ ]  Collect Some Words

 [ ]  Use Bustaname to check for domains

 [ ]  Use the Domain Maker

 [ ]  Cross Check Social w/ Knowem

11 [ ]  RECOVERING LOST LINKS

12 SECOND LEVEL LINK BUILDING

 [ ]  Identify The Page On Your Site

 [ ]  Identify High Converting Referrals

 [ ]  How Does The Referring Page Rank?

13 SECOND LEVELLINK PROSPECTING

 [ ]  Fine tune some Google Searches

 [ ]  Using the SERPs redux bookmarklet, pull the top ten results into a text file.

 [ ]  Crawl the 10 URLs with Screaming Frog

14 PERFORM A BACK LINK AUDIT

 [ ]  Collecting Your Link Data

15 [ ]  SCALABLE OUTREACH

CH9 SEARCH VERTICALS

1 MOBILE FRIENDLYSITES — CSS

 [ ]  Create Code To Detect The User Agent

 [ ]  Create a Unique Mobile CSS File

2 [ ]  OPTIMIZING ONLINE SLIDESHOWS

3 DRIVE TRAFFIC TO YOUR SITE WITH YOUTUBE

 [ ]  Make Several Accounts

 [ ]  Make 3-4 Videos

 [ ]  Alter The Videos Slightly(1 For Each Account)

 [ ]  Upload

 [ ]  Include Your Referral Link

 [ ]  Increase View Count Early

 [ ]  Other Youtube Ranking Factors

4 [ ]  LOCAL SEARCHTECHNIQUES

5 INSTALLING THE FACEBOOK OPEN GRAPH

 [ ]  Create A Facebook App ID

 [ ]  Get The Like Button Code

 [ ]  Get The Open Graph Tags

 [ ]  Integrate The Like Button Code

 [ ]  Integrate The Open Graph Code

 [ ]  Test and Debug Your Open Graph Installation

6 CREATE CLICK TO TWEETS

 [ ]  Have Your Content Ready

 [ ]  Use Click To Tweet To Create Your Link

 [ ]  Add Your Links In the Content

7 DETECTING IF USERS ARE LOGGED INTO SOCIAL NETWORKS

 [ ]  Add Code To Header

 [ ]  HTML To Display If Logged In Or Not

 [ ]  Add Your Links In the Content

8 INSTALLING GOOGLEPLUS BADGES

 [ ]  Find Your Google Profile ID

 [ ]  Go To the Badge Profile Config Tool

 [ ]  Enter Your Profile ID and Get The Code

[ ]  Add the Code To Your Site