



# The Complete Wix SEO Checklist

Welcome, aspiring artist, to your first steps on an exhilarating journey. Not with paint and brush, nor with clay and wheel, but with words, links, and digital spaces. You are here to master the art of Search Engine Optimisation (SEO) on the Wix platform. Like any artistic endeavour, this journey will require creativity, patience, a keen eye for detail, and, most importantly, a passion for learning.

As you stand at the precipice of this venture, you might feel a twinge of excitement, a rush of anticipation, and perhaps, a pinch of apprehension. But worry not! For you hold in your hands (or on your screen) a detailed map guiding you through the enchanting labyrinth of SEO – The Complete [Wix SEO Checklist](#). Consider this your compass, your paint palette, your kiln; a tool designed to guide, to inspire, and to kindle the creative fire of SEO.

What is SEO, you ask? Picture a bustling marketplace, brimming with traders shouting out the virtues of their wares. How do you choose from whom to buy? You look for the most appealing, the most reputable, and the most relevant trader. SEO is your voice in this marketplace, your digital shop front, and your strategy to be the choice of every customer, or in this case, web user.

In this guide, you'll explore the multifaceted world of SEO on Wix. From understanding the blank canvas that is your website, through creating compelling and engaging



content, and onto building links that serve as roads leading customers to your door. You'll delve into the technical side of SEO, learning how to optimise your website so that it shines like a beacon in the search engine results.

So, ready your tools, ignite your curiosity, and prepare to embark on this artistic voyage. The landscape of SEO is vast and ever-changing, but with this checklist in hand, you'll have everything you need to create your very own digital masterpiece. As we journey together through the world of Wix SEO, remember you are the artist, your website is your canvas, and the world of search is waiting to admire your creation. Let's begin!

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# How To Use This Wix SEO Checklist

Welcome, dear digital adventurers, to the mystic maze of Wix SEO! This checklist is like your trusted map, guiding you step by step through the dense jungle of search engine optimisation on your Wix website. And fret not, we'll ensure the route we chart is clear, easy to follow, and jargon-free. So, buckle up, and let's embark on this enlightening journey.

1. **Your Maiden Voyage:** To begin, grab a cuppa (we recommend a rich Earl Grey), find a comfortable spot, and give this entire checklist a good once-over. This will give you a broad view of the landscape we're about to explore.
2. **Break It Down:** Next, break down your adventure into manageable chunks. Treat each section of the checklist as a mini journey of its own. Just like climbing a mountain, we'll be taking it one step at a time. Remember, SEO isn't a sprint; it's a marathon!
3. **Put It into Practice:** Then, it's time to roll up your sleeves and dive in. As you walk through each item on the checklist, pause and implement the action points on your Wix website. After all, the best way to navigate an unknown terrain is to traverse it!



4. **Be Consistent:** SEO is not a one-off task. It's a garden that needs consistent tending. Make it a habit to revisit this checklist periodically and see if there are new action points to implement or previous ones to refine.
5. **Stay Curious and Keep Learning:** Lastly, remember that the world of SEO is ever evolving. Use this checklist as a starting point, but don't stop here. Continue your quest for knowledge. Seek out new strategies, stay on top of SEO trends, and adapt your tactics accordingly.

Ready? Excellent! Grab your metaphorical machete, and let's carve out a path through the Wix SEO wilderness together!

# 1. SEO Basics Checklist

Welcome, traveller, to the first step of a grand adventure. You are about to venture into the mystical and intriguing world of SEO – Search Engine Optimisation. This journey doesn't require a backpack, walking boots, or a physical map; all you need is your curiosity, a willingness to learn, and this guide: The SEO Basics Checklist.

You might find yourself wondering, what exactly is this 'SEO' we're embarking upon? In our vast digital landscape, SEO is like the magic spell that makes your website visible, attractive, and reachable to the bustling crowds of online users. It's the guiding star that leads people directly to your door, even amidst a galaxy of websites. And the most thrilling part? You are the wizard who can conjure this magic!



In this guide, we will demystify SEO, transforming it from an arcane art into a comprehensible, even enjoyable, undertaking. You'll uncover the secrets to making your website stand out in the crowded realm of search engine results. By mastering SEO, you can ensure your website shines brighter than a supernova in the night sky, catching the eye of every wandering stargazer, or in this case, web user.

Our journey will begin with a solid foundation – understanding what SEO is and why it matters. We will then trek through the terrain of keywords, learning how to use these magical incantations to make your website appear when people search for what you offer. We'll traverse the terrain of high-quality content and delve into the art of building links – bridges that connect your site to others.

The journey of SEO is a thrilling one, filled with creativity, discovery, and results that make a real difference. So, let's ignite the beacon, open the gateway, and step into the magic of SEO. The adventure begins here, and who knows where it will lead? With SEO in your toolkit, the possibilities are endless. Onwards, to the discovery!

## 1.1. The Spark: Understanding the Importance of SEO

Close your eyes for a moment, dear reader, and imagine your splendid Wix website as a gleaming storefront in the bustling global marketplace known as the internet. It's polished, engaging, and brimming with the fruits of your creativity. But the question is, how will you ensure that your shop doesn't get lost in the vast labyrinth of digital alleys and avenues? The answer is a dazzling little spark we call SEO - Search Engine Optimisation.



In the digital realm, search engines like Google, Bing, or Yahoo! serve as our trusty tour guides, directing millions of users to the destinations they seek. SEO, then, is the art and science of ensuring that these tour guides lead potential visitors—your customers—right to your online doorstep.

1. **A Moment of Illumination:** First, let's flip the switch and illuminate why SEO matters. Most online journeys start with a search engine. If your website is SEO-optimised, it stands a better chance of appearing on the first page of search results, thereby attracting more visitors. Like moths to a flame, users are drawn to those top results!
2. **Igniting Interest:** Next, we must stoke the fire of interest. With SEO, your website isn't just visible—it's relevant. Through the use of strategic keywords and quality content, you ensure that the visitors you attract are actually interested in what you're offering. After all, what good is a crowd if no one's buying?
3. **Fuelling the Journey:** Finally, SEO fuels the journey towards growth. More visibility means more visitors. More relevance means higher engagement. Together, they drive traffic, increase conversions, and ignite the growth of your online business.

To sum up, dear reader, SEO isn't just some flashy trick—it's an essential part of your digital strategy. So, let's kindle this spark and set your Wix website ablaze in the bustling marketplace of the internet!



## 1.2. The Enchanting Dance: Exploring the Relationship between Search Engines and SEO

Imagine for a moment, the World Wide Web as an enchanting grand ballroom, filled with millions of waltzing partners. In this swirling dance, the websites are the dancers, and search engines - our charming, charismatic hosts like Google, Bing, and Yahoo! - decide who takes centre stage. SEO, my dear friend, is the intricate dance routine that ensures your website doesn't just blend into the background but is the belle of the ball.

1. **Understanding the Dance Floor:** In this grand dance, the ballroom floor represents the search engine results page (SERP). Every website wants to be in the spotlight, front and centre. However, only those that have mastered the dance (SEO) and impressed our hosts (search engines) with their elegance and technique, get the coveted top spot.
2. **Learning the Steps:** So, what is this dance routine you ask? It involves many steps, from using relevant keywords and producing quality content, to creating a mobile-friendly website and improving page loading speed. These steps signal to search engines that your website is of high quality, relevance, and user-friendly, thereby improving its chances of securing a higher SERP ranking.
3. **Winning the Dance Off:** The beauty of this dance is that it's not about flashy moves, but rather about understanding your audience, the music, and the rhythm. Your audience represents the users' typing queries into the search bar, the music is the algorithm search engines use to rank websites, and the rhythm



is the regular updates and tweaks you make to your SEO strategy to stay in sync with changing trends.

4. **Sustaining the Tempo:** Remember, this enchanting dance is not a one-off performance. It's an ongoing process that requires constant practice, refinement, and adaptation to keep up with ever-changing search engine algorithms. Staying on your toes and keeping your SEO strategy sharp and up to date, ensures you continue to twirl on the SERP dance floor with grace and elegance.

In conclusion, the relationship between search engines and SEO is an enthralling dance. Mastering the steps of SEO ensures your Wix website waltzes its way to the top of the SERPs, catching the eye of the waiting audience—your potential customers.

## 1.3. The Compass Rose: Setting Your SEO Goals

Stepping into the world of SEO can feel like embarking on a vast and daring sea voyage. On this digital ocean, your SEO goals are your compass rose - the very tool that sets your direction and guides you towards the digital lands of increased traffic, higher rankings, and more visibility. Let's break out those virtual quills, maps and sextants to chart a course that will make your website conquer the high seas of search engine results.

### 1.3.1. The Captain's Log: Identifying Your Business Objectives



In the salty sea air of the digital world, your first task as a captain is to create a detailed log, where you'll identify your main business objectives. What are your ambitions for your website? Perhaps you wish to attract more visitors, convert more sales, or increase your brand's exposure? Make sure you jot these down in detail. Remember, the better you understand your objectives, the smoother your journey will be.

1. Grab a notebook or open a new document on your computer. This will be your 'Captain's Log'.
2. Think about your business objectives. What are your key goals? Write them down in your log.
3. For each objective, be as specific as you can. Instead of writing 'get more visitors', try 'increase daily website visitors by 20% in 6 months'.

### **1.3.2. The Navigator's Star: Aligning SEO Goals with Business Objectives**

With your business objectives etched into your Captain's Log, it's time to look to the Navigator's Star - aligning your SEO goals with your business objectives.

1. Look at each business objective in your Captain's Log. Now, think about how SEO can help you achieve these objectives. For example, if your objective is to increase website visitors, an aligned SEO goal could be 'improve search engine ranking for key business terms'.



2. Write down these aligned SEO goals next to your business objectives.
3. Be sure to create measurable and time-bound SEO goals. Instead of 'improve search engine ranking', you could write 'rank in the top 10 search results for key business terms within 6 months'.

Remember, your business objectives are your desired destinations, while your SEO goals are the trade winds propelling your site towards them. By aligning the two, you'll make sure you're sailing on the right course towards success.

## 1.4. The Blacksmith's Forge: Building Your Site with SEO in Mind

Much like a master blacksmith forging a sword, you too are crafting something that requires meticulous attention to detail, tempered with creativity and technical know-how. This time, though, your forge is the digital world, and your masterpiece is your website. In this chapter, we'll step into the blacksmith's forge and equip ourselves with the necessary tools to build a site with SEO at the forefront of our minds.

### 1.4.1. The Foundations: Ensuring a Clean, Responsive Design

The first stage of our digital forging is laying down solid foundations - a clean, responsive design. Think of your website like a castle: it must be as easy to navigate as it is pleasing to the eye. A well-designed site reduces bounce rates, improves user experience, and enhances your SEO.



1. **Review your site design:** Is it visually pleasing and intuitive to navigate? If not, consider tweaking the design.
2. **Check how quickly your website loads:** Slow loading times can frustrate visitors and hamper your SEO. Free online tools like Google's PageSpeed Insights can help with this.
3. **Test the responsiveness of your site:** Does it adapt well to different screen sizes? Remember, a significant number of your visitors will be on mobile devices.

## 1.4.2. The Defences: Configuring SSL/HTTPS for Security

Next, we need to bolster our website's defences by configuring SSL/HTTPS for security. In our castle analogy, this would be the towering walls and sturdy gates keeping invaders at bay. More than just a matter of security, SSL/HTTPS is a signal to search engines (and users) that your site is trustworthy, which can boost your SEO.

1. Check if your site is already using HTTPS. You can do this by looking at the URL - it should start with 'https://' rather than 'http://'.
2. If you don't have HTTPS, consider purchasing an SSL certificate. This is like a seal of approval that makes HTTPS possible on your site.



3. Once the SSL certificate is installed, ensure all your site's pages are served over HTTPS.

### **1.4.3. The Magic Carpet: Creating a Mobile-Friendly Site**

Finally, we reach the magic carpet stage - creating a mobile-friendly site. With more people accessing the web via mobile devices than ever before, your website must function smoothly on these smaller screens. This isn't just about user experience; search engines favour mobile-friendly sites, making this a key SEO factor.

1. Test how your site looks and works on mobile. You can use free online tools such as Google's Mobile-Friendly Test for this.
2. If your site doesn't work well on mobile, consider adopting a responsive design that adjusts to different screen sizes.
3. Always think 'mobile-first' when adding new content or features to your site.

So, step out of the blacksmith's forge, you're now equipped with a firm understanding of building your website with SEO in mind. Remember, like forging a sword, building a well-optimised website is a blend of art, science, and careful craftsmanship.



## 1.5. The Alchemist's Lab: Performing Keyword Research

If your website is the magical kingdom, then keywords are the secret potions that draw visitors to its gates. They are the whispers in the wind, guiding people to discover the unique enchantments you offer. In this section, we'll delve into the alchemist's lab to unravel the mysteries of keyword research and how to utilise it to make your website truly enchanting.

### 1.5.1. The Elixir of Insight: Understanding Keywords and Their Importance

Our first concoction is the Elixir of Insight, granting us a deeper understanding of keywords and their crucial role in SEO. These words and phrases are the magic spells your potential visitors use in search engines to find what they're looking for, which could be precisely what you offer.

1. Think about your site and its content: What words or phrases would people use in a search engine to find it? Jot these down, they're your preliminary keywords.
2. Understand the intent behind these keywords: Are people looking for information, a specific website, or are they looking to make a purchase? Tailoring your content to this intent can help boost your SEO.



3. Realise that not all keywords are created equal: Some are more competitive, meaning many websites are trying to rank for them. Balancing high and low competition keywords can help increase your site's visibility.

## 1.5.2. The Oracle's Eye: Harnessing Keyword Research Tools

Next, we seek guidance from the Oracle's Eye, utilising keyword research tools to find the most effective keywords for our site. Like an all-seeing oracle, these tools provide insights into the popularity of keywords and how competitive they are.

1. Use tools like Google's Keyword Planner or other free online keyword research tools. Input your preliminary keywords and see what suggestions they offer.
2. Examine the data these tools provide. Look at how often the keywords are searched for (their 'search volume') and how many other sites are trying to rank for them (their 'competition').
3. Based on this data, refine your keyword list. Aim for a mix of high-volume, low-competition keywords, and low-volume, high-competition ones.

## 1.5.3. The Secret Recipe: Implementing Keywords on Your Site





Finally, we concoct our Secret Recipe, learning to implement these carefully chosen keywords throughout our website. Like the precise ingredients in a potion, placing these keywords strategically can improve your site's visibility and SEO.

1. Infuse your keywords into your site's content, ensuring it feels natural. Overstuffing can make the text read awkwardly and potentially harm your SEO.
2. Incorporate keywords into your site's meta descriptions, URL, and headers. These are like signposts that help search engines understand what your site is about.
3. Remember to include variations of your keywords to account for different ways people might phrase their search.

As you step out of the alchemist's lab, carry with you the wisdom gained in harnessing the power of keywords. Like an alchemist turning lead into gold, you've learned to transform simple words into SEO magic.

## 1.6. The Royal Court: Optimising On-Page SEO Elements

Enter now the resplendent royal court of your website: the on-page SEO elements. They are the heralds, the scribes, the royal decrees that announce your presence to the search engines and visitors alike. Like a well-ordered court, these elements, when fine-tuned and well-coordinated, create a site that's not just user-friendly, but also search engine friendly.



### **1.6.1. The Herald's Cry: Crafting Effective Page Titles and Descriptions**

The herald stands at the entrance of your court, announcing your presence to all who approach. The page title and description are your website's herald; they give search engines and users an overview of what each page on your site is about.

1. For each page, create a unique and accurate title that reflects its content. Keep it succinct and informative, ideally within 60-70 characters.
2. Craft compelling meta descriptions that further detail the content of your pages. Consider this your elevator pitch to potential visitors, all within 150-160 characters.
3. Incorporate your keywords naturally into both the titles and descriptions. They act as a flag to both search engines and users about your page's relevance.

### **1.6.2. The Royal Decree: Creating SEO-Friendly URLs**

Just as a royal decree clarifies the king's command, your URLs (the web addresses of your pages) should clearly and accurately reflect the content of your pages. SEO-friendly URLs help search engines understand what your page is about and make it easier for visitors to remember and share your page.



1. Ensure your URLs are straightforward and readable. Avoid jargon, codes, or complex strings of characters.
2. Where possible, include your targeted keywords in the URL, but always ensure it makes sense and accurately represents your content.
3. Keep your URLs as concise as possible. Short, meaningful URLs are more user-friendly and easier to share.

### **1.6.3. The Scribe's Quill: Utilising Image Alt Text**

Finally, like the diligent scribe capturing every detail of the court's proceedings, alt text documents and describes the images on your site. This is beneficial for search engines (which can't 'see' images) and users who rely on screen readers.

1. For every image on your site, include alt text that describes the image as specifically as possible.
2. If it makes sense to do so, include your targeted keyword in the image's alt text.
3. Keep alt text concise and clear. Remember, this text acts as a descriptor for those who can't see the image.



By the end of this chapter, you will be the master of your court, wielding the power of on-page SEO elements to assert your website's authority, drawing both search engines and visitors to appreciate the value of your content.

## 1.7. The Mapmaker's Dream: Developing a Site Structure and Navigation

Welcome, fellow explorer, to the realm of site structure and navigation, a place where the artistry of a mapmaker and the practicality of a city planner unite. Imagine, for a moment, your website as a vibrant, bustling city. Each page is a unique destination, filled with its own wonders and attractions. But what use are these attractions if your visitors can't find them? If your city lacks signposts, if its streets twist in confusing directions, if there's no map to guide your visitors? That's where the beauty of site structure and navigation steps in.

Picture your website transformed into a well-laid city, where every street leads to a meaningful destination, every signpost makes sense, and every visitor feels like a savvy local, rather than a lost tourist. A place where the library, the museum, the marketplace is all but a simple, satisfying stroll away. Developing a clear, intuitive site structure is akin to designing the perfect map for this city, making sure that everyone can find their way with ease. In this chapter, we'll unfurl the scroll, take out our quills, and embark on the exciting journey of drawing the map of your online city. Hold on tight, as the dream of the mapmaker is about to become a reality!



## 1.7.1. The Labyrinth: Creating a Logical Site Hierarchy

Just as a mapmaker dream of uncharted landscapes, we must lay the foundations of our own digital realm. Our labyrinth is not meant to confuse but to help us journey through our site with ease. How do we create this logical hierarchy, you ask? It's as simple as taking tea with the Mad Hatter!

1. **Think of your website as a book:** Your main pages are like chapters - broad categories that hold all the juicy details within. Your "About Us", "Products", and "Contact" pages, for instance, are all main chapters in your online story.
2. **Now, delve into the chapter:** Each chapter has sections, just like your main pages will have sub-pages. If "Products" is a chapter, "Men's Apparel", "Women's Apparel", and "Accessories" might be your sections.
3. **Keep the structure simple and elegant:** A labyrinth should be enticing, not overwhelming.

## 1.7.2. The Compass: Developing Intuitive Navigation

Now, equipped with our labyrinth's map, let's create a compass that helps our visitors navigate effortlessly, like a summer breeze on a sunny day.

1. Just as the compass rose points towards the cardinal directions, a user-friendly menu will guide your visitors to the important areas of your site.

2. Label your compass points wisely. "Contact" is much easier to comprehend than "Speaketh unto us", even if the latter does sound a bit more theatrical.
3. Consistency is key. Your navigation should remain the same on all pages. Imagine if north started changing directions - utter chaos, wouldn't it?

### 1.7.3. The Portal Stones: Ensuring Effective Internal Linking

Portal stones, magical as they sound, are simple yet effective tools in our mapmaker's arsenal. These are internal links that connect different areas of our labyrinth.

1. **Make your portal stones enticing:** Your internal links should scream "Adventure awaits on the other side!"
2. **Your portal stones should lead somewhere meaningful:** Link to relevant content within your site to engage your visitors further.
3. **Don't turn your site into a portal stone farm:** Too many stones could send your visitors jumping about like a kangaroo in a rush.

By the end of this, you've not only become an expert mapmaker of the digital realm but also made your website a delightful exploration for your users. The labyrinth, the compass, and the portal stones all work together to make your site a treasure trove waiting to be discovered.

## 1.8. The Social Gathering: Embracing Social Media and Local SEO

Step right up, dear friend, to the grand ball of the digital age, where the heart of your business dances with customers from near and far. This is no ordinary social gathering, but a dazzling dance floor lit by the brilliant lanterns of social media and local SEO. A place where businesses and customers twirl together in a seamless waltz, weaving stories, sharing laughs, building relationships. A place where your local business can extend its hand to a global audience and invite them to join the dance.

Just imagine your business, the belle of the ball, grabbing the attention of everyone in the room, from those close to home to those from distant lands. But to dance this dance, you must know your steps. You need to understand the rhythm of social media, the graceful glide of local SEO, and the symphony they create when in perfect harmony. In this section, we'll don the dancing shoes and learn the choreography that makes your business glide effortlessly across this digital dance floor. So, gather your courage, take a deep breath, and let us waltz our way into the bustling ballroom of Social Media and Local SEO. The music is about to begin!

### 1.8.1. The Market Square: Utilising Social Media for SEO

Imagine your website as a grand medieval castle. Now, the surrounding bustling market square is your social media presence, where word of mouth spreads and traders from far and wide come to discover what's new.



1. **Set up your stall:** Establish a presence on relevant social media platforms - be it Facebook, Instagram, Twitter, or Pinterest, each offers a unique way to connect with your audience.
2. **Draw in the crowd:** Regularly share captivating content that engages your audience and encourages them to visit your site. Like a town crier announcing the latest news, you'll generate buzz and draw visitors to your website.
3. **Build connections:** Engage with your followers, answer their queries, and show appreciation for their comments and shares. As the market square thrives on relationships, so does social media.

## 1.8.2. The Local Tavern: Optimising for Local SEO

Next, let's visit the local tavern - a hub of community news, where the locals gather for a warm meal and some good company. This is your local SEO, which makes your website visible to those nearby.

1. **Set your location:** Register your business with online directories like Google My Business. It's like placing a signpost in the digital landscape, helping those nearby find you with ease.
2. **Gather reviews:** Encourage satisfied customers to leave reviews on your listings. Just as tales of the tavern's finest ale draw in new patrons, positive reviews attract more visitors to your site.





3. **Be responsive:** Respond promptly and professionally to reviews and queries. Your reputation at the digital tavern can significantly impact your site's SEO.

By mastering the market square's vibrant energy and the tavern's local charm, you'll amplify your site's visibility, drawing in visitors from near and far. A thriving social media presence coupled with a robust local SEO strategy is like a great social gathering that never ends, bringing continual traffic to your website.

## 1.9. The Crystal Ball: Monitoring SEO Success

Just as an ancient seer would peer into the mysteries of a crystal ball, you too are about to embark on an expedition into the magical realm of SEO monitoring. This isn't just about tallying up numbers or tracking the peaks and troughs of your website traffic. No, dear explorer, this is about gazing into the very heart of your website's performance, delving into the swirling mists of data to uncover precious insights, and illuminating revelations.

Imagine holding a magical crystal ball that reveals the secrets of your website's success. See the multitude of users as they engage with your content, witness the paths they take, and understand their actions and reactions. This is no sorcery, but the practical magic of SEO monitoring. And with this guide, you'll become the grand seer of your own digital empire, using the mystic arts of analytics, metrics, and reports to predict the future, shape your strategy, and ensure that your website doesn't just survive, but thrives in the ever-changing landscape of the World Wide Web. Hold on tight; the journey through the swirling mists of SEO data is about to begin!



## 1.9.1. The Scribe's Ledger: Setting Up Google Analytics

Think of Google Analytics as your scribe's ledger. It's a magical book that records every visitor's journey on your website - where they come from, what pages they explore, and how long they stay.

1. **First, you'll need to set up your ledger:** Create a Google Analytics account and add your website as a property. It's like setting the stage for your scribe to begin their chronicling.
2. **Next, connect this magical ledger to your Wix website:** There's a special incantation for this. Well, not really. Just follow the steps provided by Wix to integrate Google Analytics into your site.
3. **Now, start reading your ledger:** It may seem like a confusing jumble at first, but with time, you'll begin to understand the story it tells about your website visitors.

## 1.9.2. The Oracle's Tablet: Using Google Search Console

Moving on to the oracle's tablet - Google Search Console. This is a device that helps you communicate with the Google oracle itself and understand how it sees your site.



1. **Claim your tablet:** You do this by adding your website to Google Search Console and verifying your ownership.
2. **Once verified, the tablet will start gathering information:** It tells you which search queries lead users to your site and whether there are any issues preventing Google from accessing parts of your site.
3. **Regularly consult the tablet:** Use the information it provides to fine-tune your SEO strategy and ensure you're visible to the oracle's gaze.

### 1.9.3. The Prophet's Vision: Understanding Basic SEO Metrics and KPIs

Finally, let's speak about the prophet's vision, your understanding of SEO metrics and KPIs. These are the signs and omens that tell you if your SEO efforts are working or need adjustment.

1. **Understand the language of the prophets:** Terms like 'organic traffic', 'bounce rate', 'conversion rate', 'click-through rate', etc., are key to interpreting your site's performance.
2. **Monitor these signs regularly:** Using your scribe's ledger and oracle's tablet, keep track of these metrics to see if you're moving towards your goals.
3. **Be ready to change your strategy based on these omens:** If something isn't working, don't be afraid to adjust your course.



The SEO journey is never-ending, but with your ledger, tablet, and vision, you're well-equipped to keep improving and find your way to the top of the search results.

## 1.10. The Eternal Flame: Committing to Ongoing SEO Learning

Picture an eternal flame, flickering steadily, casting light and warmth against the darkness. Its persistence, resilience, and adaptability mirror the journey of mastering SEO - an ever-evolving discipline that demands your unwavering commitment to ongoing learning. This flame is your unwavering spirit, your curiosity, your thirst for knowledge, and your willingness to adapt and grow. Much like that flame, your SEO skills need to be continuously fuelled to stay bright and effective.

Just as fire was the spark that ignited human progress, ongoing learning in SEO is the catalyst that propels your digital success. SEO is not a static field, but an everchanging landscape moulded by new algorithms, shifting consumer behaviours, and the relentless march of technology. Embrace the quest for knowledge as an ongoing adventure, for in this realm, those who dare to learn, to stumble, to get back up and to adapt are the ones who shine the brightest. The path of constant learning might seem daunting, but remember, every grand journey starts with a single step. Let the flame guide you on your eternal journey in the SEO cosmos.

### 1.10.1. The Flowing River: Recognising SEO as an Ongoing Process



Like a river that's always flowing, changing its course as the landscape shifts, SEO is an ongoing process. It doesn't stop once you've set your keywords or optimised your metadata. So how do you navigate this never-ending journey?

1. **Firstly, accept the river's nature:** Don't expect instant results. Just as a river takes time to carve valleys, SEO takes time to bear fruit.
2. **Regularly evaluate your progress:** Remember the crystal ball we discussed? Keep using it to track your SEO metrics and KPIs.
3. **Be ready to adapt:** The river may change its course, and so might SEO trends. Stay flexible and willing to make changes to your strategy when needed.

## 1.10.2. The Rising Sun: Staying Updated with SEO Trends

Much like the rising sun brings a new day, each twist in SEO trends brings new opportunities for visibility. Staying updated with these changes is essential.

1. **Keep an eye on the horizon:** Watch for the dawn of new trends by following SEO news and subscribing to relevant newsletters and blogs.
2. **Interpret the sun's rays:** Understand what these changes mean for your website. Do you need to adjust your keyword strategy? Perhaps, it's time to embrace new SEO technologies?



3. **Apply the day's lessons:** Implement changes based on the new trends. Remember, the early bird catches the worm.

### 1.10.3. The Great Library: Accessing Further SEO Resources

Lastly, we arrive at the Great Library, the wealth of knowledge available to enhance your SEO understanding.

1. **Step into the library:** There's a vast world of SEO resources out there, from tutorials and webinars to in-depth guides and case studies.
2. **Make use of the library's offerings:** Dive deep into these resources. Learn from others' experiences and take inspiration from their strategies.
3. **Come back regularly:** The Great Library's collection is ever-growing. Make a habit of lifelong learning and you'll never be left behind.

Keep the Eternal Flame of SEO learning burning brightly. It's a vast and fascinating world out there, and there's always more to discover.

## Conclusion: SEO Basics Checklist



And there we have it, our tour of the 'SEO Basics Checklist' has ended. Give yourself a hearty pat on the back! You've navigated through the maze of SEO like a true explorer, mastering the essentials and ready to embark on your own journey. From understanding the heart of SEO, to unravelling the art of keywords, and laying the foundations of your very own website, you've done it all.

Think back to the start when the term SEO may have seemed like an impenetrable fortress. Now look at you, armed with a newfound understanding and a toolkit of strategies, ready to scale those walls. Each tick on your checklist was a step closer to becoming an SEO maestro, turning the daunting into the achievable.

Of course, the world of SEO is ever evolving, like a river that continually shapes the landscape. Keeping this checklist close to your heart as you continue your journey will help ensure you stay on the right path. Remember, SEO is not a race, but a steady, rewarding hike. There may be twists and turns, but every step brings you closer to your destination: a website that stands tall in the vast digital landscape.

In your hands, you now hold the keys to unlock the door to SEO success. We wish you the best of luck as you use these basics to chart your unique course, and trust us, the view from the top is worth every effort.

Remember, learning SEO is like learning to play an instrument - at first, it might seem like a complicated tangle of strange terms and techniques, but with practice, you'll soon be playing a symphony of optimised success. So, keep practising, keep exploring, and never lose your sense of digital curiosity!



Until our next adventure, keep that SEO torch burning brightly, and never stop reaching for the stars!

## 2. Keyword Research Checklist

Imagine you're a treasure hunter in the expansive digital landscape, armed with a compass and a map – your compass, the intent of your audience, and your map, the powerful tool of keyword research. The 'Keyword Research Checklist' is your guide, leading you to the coveted treasure of visibility and ranking in the world of Search Engine Optimisation. Our journey isn't about diving headfirst into the ocean of content creation, but it's about plotting our course carefully, understanding the sea currents and wind direction, and then setting sail. In the realm of SEO, these currents and winds are the 'keywords' your potential visitors are using to find the treasure they seek.

As a part of your SEO journey, keyword research is the art and science of understanding and harnessing these search terms to ensure your content resonates with your audience's quest. It's about becoming fluent in your audience's language, knowing what they're looking for, and how they're asking for it. But rest assured, you needn't be a seasoned linguist or an expert cartographer to embark on this journey. Our 'Keyword Research Checklist' simplifies this complex expedition, providing you with a step-by-step guide to unearthing the keywords that will anchor your content firmly in the sands of relevance. Set sail with us as we navigate the exciting waters of keyword research, and let's discover the treasures that lie beneath!



## 2.1. Setting the Stage: Understanding the Power of Keyword Research

Imagine you're preparing for a grand performance on the biggest stage of your life. You're the main act, the star everyone has come to see. But what good is a show if your audience can't find the theatre, or worse, they're led to a different venue altogether? This, dear reader, is where keyword research steps into the limelight.

Just as a well-placed signpost guides the audience to the right theatre, relevant keywords guide potential visitors to your website, turning the spotlight on your offerings. Proper keyword research allows search engines to understand what your site is about, helping them match it with the phrases people are using to search for the information, products, or services you provide.

Now, let's walk through the steps for making the magic happen:

1. **Gathering your tools:** Before you can start, you'll need a script, or in this case, a keyword research tool. There are numerous such tools available online, some free and some paid. Google Keyword Planner, SEMRush, and Ahrefs are good places to start.
2. **Understanding your audience:** This is akin to knowing the kind of show your audience prefers. You need to understand what your target audience is searching for online. What are the terms and phrases they commonly use? These will form your initial set of keywords.



3. **Analysing the competition:** Now, let's consider the other shows in town. Study your competitors to see what keywords they are using and how they are performing in search results. This will provide valuable insight into the market and reveal keyword opportunities you may have overlooked.
  
4. **Crafting the performance:** Once you have your keywords, it's time to incorporate them into your website. Remember, they need to fit naturally within your content, just as dialogues flow smoothly in a script. Overstuffing or forcing keywords can lead to a poor user experience and may even harm your search rankings.
  
5. **Taking a bow and preparing for the encore:** As with any performance, the work isn't over when the curtain falls. After implementing your keywords, you should monitor their performance over time using an SEO analytics tool and adjust your strategy as needed.

And there you have it! The stage is set for the grand performance of your website. The audience—your potential customers—are eagerly waiting. It's time to raise the curtain and let the show begin. Just remember, in the grand theatre of SEO, keyword research is your guiding star.

## 2.2. The Compass: Defining Your Goals for Keyword Research

Imagine embarking on a grand voyage across uncharted waters. The thrill of adventure, the promise of discovery, it's all very enticing. But would you dare set sail



without a compass? Not likely. Just as a compass guides a ship's journey, your goals will guide your keyword research expedition.

Defining your goals for keyword research is like plotting your course on a map. It's the key that helps you understand where you're heading and how to get there. The clearer your goals, the more accurate your keyword research will be, leading your website to the digital treasure trove: higher search engine rankings, more visitors, and potentially increased revenue.

Let's learn how to set our compass for the keyword research journey:

1. **Identifying your destination:** The first step in setting your compass is to define what you want to achieve with your website. Are you looking to inform, to sell, or to entertain? Your website's purpose will influence the type of keywords you will need to focus on.
2. **Understanding your travellers:** Knowing your target audience is crucial. What are their interests? What kind of language do they use? How do they search for your type of content, product, or service? Answering these questions will help you zero in on the most effective keywords.
3. **Plotting your course:** Now that you know your destination and have a good understanding of your travellers, you can start plotting your course. This involves making a list of potential keywords that align with your goals and are relevant to your audience.



4. **Navigating the seas of competition:** You're not the only ship on these waters. Study your competitors' keyword strategies. Are there gaps they've missed that you could take advantage of? Use this information to refine your list of keywords.
  
5. **Setting sail:** With your compass set and your course plotted, it's time to integrate these keywords into your website. Remember, your aim is to create valuable content that uses keywords naturally and effectively.
  
6. **Adjusting your course:** Like any good captain, you must be willing to adjust your course as needed. Regularly review your keyword strategy and the performance of your chosen keywords. Use your findings to fine-tune your approach.

Remember, defining clear goals for your keyword research is not a one-and-done task. It's an ongoing process that you'll need to revisit as your website grows and evolves. Keep adjusting your compass, stay focused on your goals, and you'll navigate the high seas of SEO with confidence. Happy sailing!

## 2.3. The Treasure Map: Identifying Relevant Topics for Your Business

In our grand quest for SEO mastery, we've plotted our course, set our compass, and we're now ready to draw our treasure map. This map will lead us to the coveted treasure chest of relevant topics for our business. Just as no two adventures are alike, neither are two businesses. Thus, it's essential to chart out topics that are unique to your industry and resonate with your audience.



### 2.3.1. The Marketplace: Understanding Your Business and Industry

Think of your business and industry as the marketplace bustling with activity. Each stall (business) offers something unique, and it's our task to understand what makes ours stand out.

1. **Taking stock of your wares:** First things first, define what your business does. What products or services do you offer? Write these down as they will form the cornerstone of the topics you'll explore.
2. **Studying the marketplace:** What are the current trends in your industry? What are people talking about? What are the pain points your products or services solve? This can give you an inkling into the kind of topics that would interest your audience.
3. **Identifying the big players:** Who are the influencers and thought leaders in your industry? Understanding their content can offer insights into what works and what you can do differently.

### 2.3.2. The Public Square: Recognising Your Audience's Interests

The Public Square is where your audience gathers, exchanges ideas, and voices their opinions. Recognising your audience's interests is crucial to ensure your topics resonate with them.



1. **Mingling in the square:** Engage with your audience. Social media, blog comments, and customer feedback can offer a goldmine of information about what interests your audience.
2. **Listening to the chatter:** Pay attention to what your audience is talking about. What are their concerns? What excites them? Their conversations can inspire a plethora of topics.
3. **Uncovering their unspoken needs:** Sometimes, your audience might not openly express everything. For instance, they might be searching for solutions to problems they're not discussing publicly. Tools like Google Trends or Answer The Public can reveal these hidden treasure troves.

By understanding your marketplace and tuning into your public square, you can draw a treasure map that leads to topics your audience will love. Remember, the path to SEO success is not just about reaching the treasure, but also about enjoying the journey and providing valuable content along the way. So, roll up your sleeves, pick up your quill, and let's start charting our course!

## 2.4. The Crystal Ball: Predicting and Researching Search Queries

Welcome to the realm of the Crystal Ball, where we explore the mystical art of predicting and researching search queries. Just as a seer gaze into their crystal ball to unlock secrets of the future, we'll unlock the potential of your site by getting into the minds of our searchers. So, let's begin this fascinating journey!



## 2.4.1. The Alchemist's Formula: Understanding Searcher Intent

In the arcane world of SEO, understanding searcher intent is the golden formula that turns the lead of generic content into the gold of user-focused value.

1. **Defining the Four Potions:** There are four main types of searcher intent: Informational (seeking knowledge), Navigational (searching for a specific site), Transactional (looking to buy), and Commercial Investigation (comparing products before a potential purchase). Familiarise yourself with these, as they'll guide your keyword choices.
2. **Deciphering the Formula:** Look at the keywords your audience uses. Do they typically ask questions, search for specific sites, hunt for deals, or compare products? This will help determine their intent.
3. **Mixing Your Potions:** Tailor your content to match this intent. If they're looking for information, provide detailed guides. If they're ready to buy, make it easy for them to do so.

## 2.4.2. The Seer's Gaze: Identifying Long and Short-Tail Keywords

With the alchemist's formula in hand, it's time to adopt the Seer's gaze, distinguishing between long and short-tail keywords.



1. **Seeing the Big Picture:** Short-tail keywords are broad, often one or two words, and have high search volume. They're like looking at the forest from afar - you get a general idea, but not much detail.
2. **Zooming In:** Long-tail keywords are more specific, often three or more words, and have lower search volumes. They're like focusing on a single tree in the forest - much more detail, but a smaller scope.
3. **Balancing Your Vision:** Both short and long-tail keywords have their place. Use a mix of both to attract a wide audience and target specific searchers.

### 2.4.3. The Oracle's Tools: Leveraging Keyword Research Tools

Lastly, we come to the Oracle's Tools. Just as an oracle uses tools like runes and tarot cards to divine the future, we'll use keyword research tools to divine the best keywords for your content.

1. **Choosing Your Tools:** There are many keyword research tools available, including Google's Keyword Planner, Ubersuggest, and Ahrefs. Each offers different features, so find one that suits your needs.
2. **Interpreting the Signs:** Input your topics into your chosen tool to find relevant keywords. Look for those with a good balance of search volume and competition.





3. **Adjusting Your Predictions:** Keep in mind, keyword popularity can change. Regularly check your keywords to ensure they're still relevant and effective.

Congratulations, aspiring SEO seer! You've now mastered the Crystal Ball of predicting and researching search queries. With the alchemist's formula, the seer's gaze, and the oracle's tools, you're well on your way to SEO success. Happy divining!

## 2.5 The Detective's Clues: Exploring Your Competitors' Keywords

Welcome to the thrilling world of detective work, where we explore your competitors' keywords and use their secrets to our advantage! Picture yourself in a rain-soaked, lamplit street, a trench coat collar turned up against the elements, your mind sharpened and ready to delve into the mysteries of the SEO underbelly. Let's uncover some clues!

### 2.5.1. The Spyglass: Investigating Competitors' Best Performing Keywords

Step into the shoes of a seasoned detective and let's utilise the Spyglass to investigate your competitors' best-performing keywords.

1. **Identify the Usual Suspects:** Your competitors. These are other businesses in your field that are vying for the same audience as you.

2. **Use Your Spyglass:** Use tools such as SEMRush or Ahrefs to analyse your competitors' keywords. Look for their top-ranking keywords - these are the ones you're most interested in.
3. **Document Your Findings:** Make a list of these keywords. You'll need this list for your own strategy later. Keep in mind that these keywords aren't your absolute guide, but clues to build your own path.

## 2.5.2. The Rival's Secrets: Uncovering Underused Keywords in Your Niche

Now, don your detective's hat and discover your rival's secrets - those underused keywords in your niche that hold immense potential.

1. **Look for Hidden Treasures:** When you conduct your competitor keyword research, don't just look at the high-volume keywords. Look at the lower-volume ones too. These could be underused gems that could help you rank well.
2. **Uncover The Secrets:** Use your keyword tools to find keywords with low competition but good search volumes. These are keywords your competitors may be overlooking and can give you an advantage.
3. **Compile Your Secret File:** Collect these underused keywords and incorporate them into your strategy. They might not bring in massive traffic, but they will bring in targeted traffic, which could lead to higher conversions.



Congratulations, SEO detective! You've unlocked the Spyglass and uncovered your rivals' secrets. Now, you're equipped with a solid keyword base to build your SEO strategy upon. Keep your detective's hat close by, as the world of SEO is full of mysteries waiting to be unravelled!

## 2.6. The Sage's Wisdom: Understanding and Assessing Keyword Metrics

Gather round, curious travellers of the SEO landscape! We're about to imbibe the wisdom of the sage, the secrets of understanding and assessing keyword metrics. Let's unveil the mystery shrouding these statistical serenades and learn to harmonise our SEO strategy to their enchanting tune.

### 2.6.1. The Tide's Dance: Interpreting Search Volume

Consider search volume like the rhythm of the ocean, the ceaseless dance of the tide. It ebbs and flows, showing how often a keyword is searched on the web.

1. **Watch the Tide:** Use a keyword tool to look at the search volume of your keywords. High search volume indicates a high level of interest in a topic.
2. **Analyse the Waves:** High search volume can mean more competition, but it can also mean more potential viewers. Like a good surfer, can you ride these bigger waves, or are smaller ones more your speed? Make a balanced decision.

## 2.6.2. The Gauntlet: Assessing Keyword Difficulty

Next, let's brave the Gauntlet, a test of our courage as we assess keyword difficulty.

1. **Understand the Challenge:** Keyword difficulty is a score showing how hard it would be to rank for a specific keyword. High scores mean a tough battle.
2. **Choose Your Battles:** If a keyword is too competitive, it may be difficult for your site to rank. Aim for lower difficulty keywords when you're starting, and as your site gains strength, you can begin to compete for more difficult ones.

## 2.6.3. The Wind's Direction: Recognising Trends and Seasonality in Keywords

Finally, let us tune into the whispers of the wind, understanding the trends and seasonality in keywords.

1. **Feel the Breeze:** Use tools like Google Trends to see how the popularity of keywords changes over time. Some keywords might be popular during certain seasons or following specific events.
2. **Set Your Sails:** If your keywords are seasonal, make sure you're optimising and pushing relevant content in time to catch the wind!



With the sage's wisdom now in your possession, you're ready to interpret the dance of the tides, face the gauntlet, and follow the wind's direction in your SEO journey. Set sail to the lands of success, brave explorer, and let the keyword metrics be your guiding star!

## 2.7. The Masterpiece: Constructing a Keyword Map

Are you ready, my fellow adventurers, to embark on the quest of constructing the grand masterpiece of our journey - the Keyword Map? Picture it as a treasure map, guiding us through the uncharted waters of Search Engine Optimisation.

### 2.7.1. The Puzzle: Grouping and Categorising Keywords

We begin our adventure with a jumbled puzzle box brimming with keywords, waiting for us to assemble them into a complete picture.

1. **Separate the Edges:** Gather all your collected keywords into one big list. Review this list and begin categorising the keywords based on common themes, such as specific topics, products, services or even customer intent.
2. **Create the Corners:** With categories in place, identify the broader topics or main ideas that form the 'corners' of your keyword strategy. These are the foundational concepts that most of your keywords will connect to.



3. **Fill in the Centre:** Now that you have your corners and edges, start filling in the centre of the puzzle by sub-categorising keywords where it makes sense. This will give you a more nuanced view of your SEO strategy.

## 2.7.2. The Blueprint: Assigning Keywords to Specific Pages

With our completed puzzle, we now have the blueprint to assign these keywords to our website's pages.

1. **Sketch the Layout:** Review your website and identify the purpose of each page. Every page should have a clear focus or theme.
2. **Allocate the Rooms:** Now it's time to match the categories and sub-categories of keywords to the corresponding pages on your website. Consider the page's purpose and how the keyword group supports this.
3. **Distribute the Keys:** After assigning a primary keyword category to each page, spread out your sub-categories and long-tail keywords amongst them. These will help reinforce the page's theme.

## 2.7.3. The Ink Well: Infusing Keywords into Your Content

Lastly, we move on to the Ink Well. This is where we wield our quill with deft, carefully blending the chosen keywords into our content.



1. **Prime Your Quill:** Take each page's designated keywords and naturally weave them into your content. This includes the body text, titles, headers, image descriptions, URLs, and meta descriptions.
2. **Craft the Narrative:** Now, start crafting an engaging narrative around your keywords. Remember, your content should be useful and informative to the reader, regardless of SEO.
3. **Review and Edit:** Once your tale is told, step back and review it. Does it flow naturally? Are the keywords well-integrated, without affecting readability? Make any necessary edits for a more seamless narrative.

And there we have it - our very own Keyword Map, a work of art crafted with strategic precision! This living guide will serve as the compass in your SEO journey, ensuring your content always aligns with your audience's search intent. Onwards, to greater visibility and success!

## 2.8. The Fortune Teller: Forecasting Keyword Performance

Welcome back, my fellow voyager! Our journey today takes us to the domain of the Fortune Teller. Here, we learn the art of forecasting, anticipating the performance of our carefully chosen keywords. Don't worry, there's no magic involved - just a blend of data analysis, intuition, and a smidgen of luck.



## 2.8.1. The Tarot Cards: Predicting Potential Traffic

Just like tarot cards unveiling the future, we'll use data and metrics to predict potential traffic from our keywords. Let's dive in, shall we?

1. **Shuffle the Deck:** Gather all your keywords and their corresponding data. This includes search volume, ranking positions, click-through rates (CTR), and current traffic data if available.
2. **Draw the Cards:** Begin by looking at the search volume for each keyword. The higher the search volume, the higher the potential traffic.
3. **Interpret the Symbols:** Don't stop at search volume. Look at the current ranking positions of your keywords. Keywords ranked on the first page of search results tend to attract more clicks, thus potentially more traffic.
4. **Decipher the Spread:** Combine this information to form a traffic prediction. Remember, it's not an exact science, but a well-informed estimation based on available data.

## 2.8.2. The Crystal Pendulum: Anticipating Conversion Possibilities

Now we move onto the crystal pendulum, a tool traditionally used to divine answers. We'll use it metaphorically to swing towards possible conversion opportunities from our chosen keywords.





1. **Prepare the Pendulum:** Collect data on the conversion rate of your website pages. If you don't have this, industry benchmarks can provide a starting point.
2. **Set the Pendulum in Motion:** Look at your keywords and consider the intent behind them. Keywords with transactional intent (like 'buy', 'price', 'deal') often have a higher chance of conversion.
3. **Interpret the Swing:** Take the potential traffic from your 'Tarot Card' predictions and the estimated conversion rate. Multiply these values to anticipate possible conversions from your chosen keywords.
4. **Trust the Guidance:** Use this prediction to guide your SEO strategy. Keywords with a higher likelihood of conversion should be your priority.

That's it, my fellow explorer! You've gained a glimpse into the future. Remember, the Fortune Teller's art isn't about precise predictions, but about guiding your decisions and refining your strategy. Armed with this newfound skill, may your SEO journey lead to boundless success!

## 2.9. The Watchtower: Monitoring and Adjusting Your Keyword Strategy

All right, fellow SEO adventurers, we've journeyed long and hard, but it's not quite time to hang up our boots yet. We now find ourselves in the Watchtower, a place of



reflection, assessment, and fine-tuning. Let's navigate this part of our journey together, shall we?

## 2.9.1. The Guard's Vigil: Tracking Keyword Performance Over Time

Just as a castle guard keeps a keen eye on the horizon, you, too, must vigilantly track the performance of your keywords. How, you ask? Here's how.

1. **Arm yourself:** Make sure you have the right tools in your arsenal, such as Google Search Console, Google Analytics, or any other keyword performance tracking tool of your choice.
2. **Stand Watch:** Regularly review your keyword rankings. Is there any change? Are they climbing the search results, or falling back? How does this correlate with changes in your website's traffic?
3. **Record the Tides:** Look for patterns and trends. Are certain keywords performing better at specific times of the year?
4. **Raise the Alarm:** If a keyword's performance declines significantly, it's time to reevaluate and adjust your strategy.

## 2.9.2. The Time Turner: Adapting Your Keyword Strategy Based on Results



We now turn to the Time Turner, an instrument allowing us to learn from the past to shape the future. It's time to adapt your keyword strategy based on the results you've observed.

1. **Turn the Dial:** Look at the trends and patterns in your keyword performance. Which keywords are doing well? Which aren't?
2. **Rewind:** If a keyword's performance is declining, think back to when it was doing well. What has changed since then?
3. **Reset the Clock:** Make necessary adjustments. This might involve altering your content, trying out new keywords, or tweaking your website's technical SEO.
4. **Forward March:** Continue to monitor your keyword performance, always ready to make further adjustments as needed.

### 2.9.3. The Navigator's Logbook: Staying Up-to-Date with Keyword Research Trends

Lastly, we find ourselves with the Navigator's Logbook, our guide to staying current with the ever-changing world of keyword research.

1. **Inscribe the Old:** Keep track of what has worked for you and what hasn't. This is your personal historical record, your go-to guide for your unique SEO journey.



2. **Discover the New:** Regularly read up on the latest trends and updates in keyword research and SEO. The digital seas are ever-changing, and a good navigator is always prepared.
  
3. **Compare and Contrast:** Take what you learn from industry updates and compare it to your own logbook. What new strategies can you try? What old strategies need to be retired?
  
4. **Record, Rinse, Repeat:** Always update your logbook with new findings, rinse, and repeat.

That's it, my stalwart SEO journeyer! You now stand equipped to not only launch a valiant keyword strategy but to keep it sailing smoothly on the shifting seas of SEO. Onwards to victory!

# Conclusion: Keyword Research Checklist

Bravo! You've successfully completed the 'Keyword Research Checklist' and your journey through the fascinating world of keywords is now at its finish line. As we dock back into port, let's take a moment to appreciate the ground we've covered. From the vast ocean of keyword research basics to the detailed intricacies of long-tail keywords and keyword density, you've charted a route that even seasoned SEO sailors would admire.



It might have seemed like an insurmountable task at the outset. But now, armed with this treasure trove of knowledge, you can boldly venture into the competitive arena of search engine rankings, equipped to masterfully weave those all-important keywords into your website's tapestry. Each check on your list represents a significant step forward in your SEO journey, and we hope you feel justifiably proud of your progress.

Remember, the voyage through the sea of keyword research doesn't end here. Much like the world of digital marketing, it's a dynamic and ever-changing environment. Your newly acquired skills will need nurturing and updating as the algorithms change and evolve. Treat this checklist as your faithful compass, always ready to guide you when you need to steer your SEO strategy.

You've already demonstrated your resilience and dedication by completing this checklist, and these are precisely the qualities that will catapult you towards your SEO goals. With the power of well-researched keywords, you're not just a digital explorer, but a storyteller, weaving a narrative that draws your audience into your digital world.

Keep your adventurous spirit alive as you continue your SEO journey. There's always more to learn, more to explore, and more successes to be found. Remember, the keyword is the star that guides your audience to your digital doorstep. And now, you have the knowledge to align your stars just right.

Until our next SEO adventure, remember: the key(word) to your success is in your hands. Now, go forth and conquer the digital landscape!



# 3. On-Page Wix SEO Checklist

Welcome to the whimsical world of the 'On-Page Wix SEO Checklist', a world where every page is a stage, each word an actor, and every line of code a part of the grand backdrop. In this engaging universe, the spotlight is on making every inch of your website the star of the show in the grand performance of search engine rankings.

Think of your website as a grand mansion, each page a beautifully decorated room. Just as you'd want every room to tell a unique story, be effortlessly navigable, and offer a memorable experience, every webpage should do the same for your online visitors. From the grand entrance of your meta tags to the subtle charm of your alt texts, each aspect of your site plays a vital role in enchanting both your audience and the search engine spiders that crawl your site. This checklist is your personal interior designer, assisting you in laying out each room to perfection, optimising your mansion for both comfort (user experience) and admiration (search engine rankings).

Our 'On-Page Wix SEO Checklist' is designed to be a fun, easy-to-follow guide, chock full of helpful tips and engaging metaphors to help you navigate the often-intimidating maze of on-page SEO. This journey isn't just for the tech-savvy or code enthusiasts, but for every creative mind keen on presenting their website in the best possible light. Let's get started on this journey of website transformation, optimising every page to make your website the talk of the town in the digital world. Curtain's up, it's time for your site to shine!

## 3.1. Setting the Scene: Understanding On-Page SEO and Its Significance

Well met, travellers! As we embark on this grand journey through the fabled realm of On-Page SEO, let us first take a moment to set the scene, to take in the rich tapestry of this digital landscape and appreciate its significance.

### 3.1.1. On-Page SEO

To put it simply, imagine your website is a bustling town fair. On-Page SEO is everything that happens within the fairground – the colourful stalls (your individual pages), the flamboyant showman's captivating chatter (your content), and even the fairground's signpost pointing passers-by towards the festivities (your metadata). It's everything on your website that you can directly control and optimise to make your fair, or in this case, your website, more appealing to both visitors and search engines alike.

Why is it significant? Here's why:

1. **It's your first impression:** Think of search engines as critical, discerning fairgoers. They look at your fair (your website) and based on what they see (On-Page SEO), they decide how entertaining it will be (ranking). A well-optimised site is like a well-run fair, attracting more visitors and garnering more favour with search engines.
2. **It's entirely within your control:** Unlike other aspects of SEO, which can be influenced by outside factors, you're the ringmaster of this show! You decide



the content, the layout, the keywords – you're in control of shaping the user experience and the search engine's perception of your site.

3. **It's vital for user experience:** A well-optimised page not only makes search engines happy, but it also enhances the experience for your users. It makes your site easy to navigate, the information easy to find, and the content engaging to read.

And that, dear adventurers, is the scene we find ourselves in. A landscape ripe with potential, waiting for us to shape and mould it to our design. So, tighten your boots, straighten your cap, and let's dive deeper into the realm of On-Page SEO!

## 3.2. The Confluence: Why Wix for On-Page SEO?

Ah, now we come to a great meeting of paths, an important juncture on our journey - the confluence. At this spot, the rivers of Wix and On-Page SEO merge into a powerful, wide stream. Let's unravel the mystery - why choose Wix for your On-Page SEO?

1. **The Master Craftsman's Toolbox:** User-Friendly Interface: Think of Wix as your friendly neighbourhood blacksmith, offering you a well-stocked toolbox, every tool designed with comfort in mind. The intuitive, drag-and-drop website builder of Wix makes the process of crafting your site a breeze, even for those amongst us who are not seasoned web designers. It allows you to focus more on your content - the real hero of your On-Page SEO.





2. **The Alchemist's Codex: SEO Wiz:** Wix has its very own Merlin, an intelligent tool called the SEO Wiz. This bright spark guides you step-by-step through the process of optimising your website for search engines, almost like a magical tutorial. From keyword recommendations to site indexing, this mystical aide has got you covered.
  
3. **The Royal Scribe's Parchments: SEO Patterns:** SEO Patterns is a feature unique to the kingdom of Wix. It's akin to a cleverly written script for your website's metadata, like page titles and descriptions. It allows you to create a template for certain types of pages, saving you time and ensuring consistency throughout your site.
  
4. **The Whispering Woods: Blogs and More:** Wix offers an enchanting forest of features that support On-Page SEO. With the easy-to-use blog manager, you can regularly update your site with fresh, engaging content. Also, features like the Wix Image Editor help you optimise your visuals, another key component of On-Page SEO.

So, my friends, as we stand at this confluence, we can see that Wix and On-Page SEO are perfect travelling companions. One provides the tools, the other the map, and together, they guide us towards the coveted treasure - a highly optimised, user-friendly, and search engine-friendly website. Let's pack our gear and journey on!

## 3.3. The Pillars of Creation: Setting Up Your Wix Site for SEO



Ladies and gentlemen, we stand at the gates of a mighty edifice, an architectural marvel built on the 'Pillars of Creation'. These are the fundamentals of constructing a Wix site that has been fortified for the pursuit of SEO.

### 3.3.1. The Foundation Stone: Optimising Your Domain Name

Our first step is akin to choosing the location for our grand citadel. Our domain name is the address, the identifier where our guests (readers) and couriers (search engines) will find us.

1. **The Naming Ceremony:** Select a domain name that is closely tied to your business or the nature of your website. It should be unique, memorable, and reflective of your brand.
2. **The Master Engraver's Touch:** If feasible and relevant, incorporate your primary keyword within your domain name. This isn't a necessity, but it can send a strong signal about your site's subject matter.
3. **The Road Less Travelled:** Ensure your domain name is concise, easy to spell, and devoid of hyphens and numbers - after all, our address should be straightforward to locate.

### 3.3.2. The Protectors: Configuring SSL/HTTPS for Security



Just as a fortress is secured by its steadfast protectors, our website must be shielded by SSL/HTTPS, ensuring a safe environment for our visitors.

1. **The Shield of Approval:** Ensure your website has an SSL certificate. This encrypts data sent between your site and your visitors, enhancing security. Google also prefers sites that are secure - so it's a win-win!
2. **The Changing of the Guard:** Once SSL is activated, your website's address will start with 'HTTPS' instead of 'HTTP', indicating to all that your site is protected.

### 3.3.3. The Shape-Shifter: Creating a Mobile-Friendly Wix Site

Our castle should be accommodating to all guests, whether they arrive on horseback or in a carriage. In other words, your website should be responsive and mobile-friendly.

1. **The Magic Loom:** Wix uses a technology called Absolute-positioning design which allows complete control over the placement and styling of elements on each page. Yet, remember to check how elements translate to different devices.
2. **The Looking Glass:** Use Wix's mobile editor to tweak and adjust how your website looks on smaller screens. This ensures a smooth and seamless user experience, regardless of the device used to visit your site.



3. **The Testing Grounds:** Regularly check your site on various devices, adjusting as necessary, to ensure the navigation and layout are user-friendly.

With these three mighty pillars in place, your Wix site will stand tall and robust, prepared for the intriguing journey of SEO that lies ahead. The groundwork is laid, my companions. Now, we build!

## 3.4. The Word Smith: Keyword Research and Implementation

Welcome, dear friends, to the bustling, dynamic world of the Word Smith. Here, we fashion the raw materials of language into the delicate artistry of keywords. These little gems serve as guiding stars in the infinite universe of the web, directing searchers to our corners of the digital realm.

### 3.4.1. The Lexicon Mine: Understanding the Value of Keywords

Imagine, if you will, a rich mine sparkling with gold, silver, and precious stones. That is the Lexicon Mine, a treasure trove of keywords, the powerful little phrases your potential audience uses to search for your kind of content.

1. **Golden Nuggets:** Think of keywords as the nuggets of gold searchers are trying to find. By incorporating the right keywords into your site, you're creating a shining trail leading directly to your content.



2. **Gemstone Quality:** But not all that glitters is gold. Choosing the right keywords is crucial - it's not just about attracting traffic; it's about connecting with the right audience. When you use their language, you prove that you understand their needs.

### 3.4.2. The Soothsayer's Tools: Keyword Research for Success

With a mystical blend of foresight and research, our soothsayers provide the tools we need to determine which keywords will bring success.

1. **Divining the Terms:** Kickstart your keyword research by brainstorming topics related to your business. For each topic, consider which specific keywords or phrases your audience might use in their searches.
2. **Crystal Gazing:** Utilise keyword research tools like Google's Keyword Planner or Wix's own SEO Wiz. They'll reveal crucial information about your potential keywords, such as their popularity and competitiveness in the vast sea of search terms.

### 3.4.3. The Secret Incantations: Infusing Keywords into Your Wix Site

With a satchel full of chosen keywords, it's time to infuse your Wix site with these secret incantations.



1. **Enchanting Titles and Descriptions:** Your page titles and descriptions are vital areas to include your keywords. They are like the welcoming signposts and enticing invitations to your digital abode.
2. **Spellbinding Content:** Your keywords should also be seamlessly woven into your website's content, including blog posts, product descriptions, and service pages.
3. **The Magic of Tags:** Don't forget the magic held in the hidden corners of your site. Alt text for images, header tags, and meta tags are all prime places for your keywords to reside.

Take this journey through the Word Smith's realm with patience and persistence, and you'll find that the art of keyword research and implementation isn't so mystifying after all. Soon, you'll see your website glowing brighter in the search engine sky.

## 3.5. The Artisan's Workshop: On-Page SEO Techniques for Wix

Come, journey into the Artisan's Workshop, where the craft of on-page SEO is honed to perfection, shaping your Wix website into a haven of relevance and accessibility. Here, you will learn the nuanced techniques of the Town Crier, the secrets of the Invisible Ink, the guiding wisdom of Spirits, the structured decorum of the King's Court, and the electrifying potency of the Lightning Bolt.



### 3.5.1. The Town Crier: Crafting Compelling Page Titles and Descriptions

Step into the role of the Town Crier, whose captivating voice draws crowds and stirs intrigue.

1. **Echoing Across the Market:** First, you must understand the importance of your page title. This will be the first thing users see on search engine results. Incorporate your chosen keywords in a way that is engaging and informative. This tells users and search engines what your page is about.
2. **Tales of Intrigue:** Now, turn your attention to your meta descriptions. These are brief summaries that appear below your title in search results. Craft a captivating summary that includes your keywords and invites users to learn more.

### 3.5.2. The Invisible Ink: Ensuring SEO-Friendly URLs

Next, learn the clandestine art of the Invisible Ink, wherein lies the secret to making your URLs speak to both users and search engines.

1. **Crafting the Code:** Keep your URLs clean and readable. This means no unnecessary numbers, symbols, or convoluted structures.
2. **Incorporating Keywords:** Where possible, include your keywords within your URLs. This assists search engines in understanding the content of your pages.

### 3.5.3. The Guiding Spirits: Utilising Image Alt Text Effectively

Meet the Guiding Spirits, the whispering voices that describe your images to those who cannot see them and to search engines.

1. **Voicing the Visual:** Every image on your site should have an alt text. This is a brief description that paints a picture of the image for search engines and visually impaired users.
2. **Keyword Companions:** Where appropriate, include your keywords in the image alt text. This enhances your SEO while providing context to your images.

### 3.5.4. The King's Court: Structuring Heading Tags and Content Hierarchy

Step into the grandeur of the King's Court, where order is paramount, and each element has a designated place.

1. **Crowning Your Content:** Your primary heading, the H1, is the king of your content. It should encapsulate the essence of your page and include your primary keyword.





2. **Order in the Court:** Use subheadings (H2, H3, etc.) to break up your content into easily digestible sections. This makes your content more user-friendly and helps search engines understand your content structure.

### 3.5.5. The Lightning Bolt: Optimising Your Site Speed

Finally, harness the quicksilver speed of the Lightning Bolt to ensure your website is as fast as it is informative.

1. **Less is More:** Avoid overloading your site with large files that can slow downloading times. This includes large images, unnecessary plugins, and excessive scripts.
2. **Server Fitness:** Ensure your website is hosted on a server capable of handling your traffic to avoid slowdowns during peak times.

## 3.6. The Grand Library: Content Optimisation for SEO

Welcome to the Grand Library, where we'll delve into the fascinating world of content optimisation for SEO. Here, we'll unearth the secrets of creating an Epic Saga, define the Story Arc, and teach you to steer clear of the Forbidden Scrolls.



### 3.6.1. The Epic Saga: Creating Quality, Engaging Content

Just like a captivating epic saga, your content must seize attention and spur a yearning for more.

1. **Crafting Your Tale:** Begin by understanding your audience. What are their needs, desires, and questions? Craft content that speaks directly to these points, informing and delighting your readers.
2. **Wordy Wonders:** Utilise language that resonates with your audience. Keep it accessible, vibrant, and on-brand. Break up text with bullet points, infographics, images, or videos to make it easier to digest.
3. **Keyword Spells:** Blend your primary and secondary keywords into your content naturally. Avoid 'keyword stuffing', as this can lead to penalties from search engines.

### 3.6.2. The Story Arc: Ensuring Logical Content Structure

A compelling tale is one that flows with a logical sequence and structure, making the journey enjoyable and easy to follow.

1. **Scribbling the Plot:** Start with an enticing introduction that hooks your reader. Follow with the body that delivers on the promises made in your introduction. Conclude with a strong ending that leaves your reader feeling satisfied.
2. **Signposts and Pathways:** Use clear headings and subheadings to break up your content. These signposts make your content easy to scan and help search engines understand the structure of your page.

### 3.6.3. The Forbidden Scrolls: Avoiding Duplicate Content

Even in the grandest library, there are forbidden scrolls. Duplicate content is one such danger, confusing search engines and potentially harming your SEO.

1. **Writing New Chapters:** Ensure each page on your website has unique content. If two pages have similar content, consider merging them or differentiating the content further.
2. **Unique Voices:** If you sell products with similar descriptions, try to rephrase, and add unique details to each one to avoid repetition.
3. **Redirecting Lost Pages:** If you've removed or moved content, make sure to set up proper redirects so search engines understand where to find the new content.



Journeying through the Grand Library may be an intricate task, but the rewards it holds for your website's SEO are profound. Step by step, word by word, we're crafting a site that's not just friendly to search engines, but a delight for your visitors too.

## 3.7. The Cartographer's Quill: Sitemap and Robots.txt Management

Welcome, dear traveller, to the Cartographer's Quill, where we will unravel the mystery of sitemaps and robots.txt management. Like an intricate map guiding adventurers through the labyrinth of your website, these elements guide search engine crawlers to understand your website's structure.

### 3.7.1. The Navigator's Guide: Creating and Submitting Your Sitemap

Your sitemap is like a navigator's guide, outlining the lay of the land that is your website. Follow these steps to create and submit your own:

1. **Draw Your Map:** With Wix, creating a sitemap is quite easy. Wix automatically generates one for you. To access it, simply add `"/sitemap.xml"` to the end of your site's URL.
2. **Update the Explorers' Guild:** Once your sitemap is in place, you must tell search engines about it. Register it with Google Search Console and Bing Webmaster Tools, the headquarters of these digital explorers.



3. **Keep Your Map Current:** As you add or remove pages, Wix will automatically update your sitemap. However, it's a good practice to manually re-submit it to search engines after making substantial changes to your site.

### 3.7.2. The Gatekeepers: Configuring Your Robots.txt File

Think of your robots.txt file as the gatekeepers of your site, instructing search engine crawlers on where they may and may not venture.

1. **Speak to the Gatekeepers:** By default, Wix creates a standard robots.txt file for you. This generally works well for most sites. But if you need to customise it, contact Wix Support for assistance.
2. **Set Your Boundaries:** In your robots.txt file, you can instruct search engines not to crawl certain pages of your website. This is useful for pages that are under construction or are not useful for your SEO efforts.
3. **Check Your Commands:** Always double-check the directives in your robots.txt file. You wouldn't want to accidentally block search engines from important pages.

With your sitemap and robots.txt file in order, search engines will be better equipped to explore and understand your website. Like the patient cartographer, your meticulous work in creating and managing these elements will make the difference in your journey through the vast lands of SEO.



## 3.8. The Magic Mirror: Utilising the Wix SEO Wiz (SEO Setup Checklist) Tool

Welcome, dear explorer, to the realm of the Magic Mirror! This is where we familiarise ourselves with the powerful Wix SEO Wiz tool. This magical helper is designed to guide you through the labyrinth of SEO, mirroring your efforts and magnifying your success.

### 3.8.1. The Book of Shadows: Introduction to Wix SEO Wiz

The Wix SEO Wiz is an enchanting sorcerer's companion, designed to simplify the spell work of SEO. It's like a magical guidebook, filled with tailored suggestions to help you conquer the elusive beast of SEO.

1. **Acquire the Book of Shadows:** To begin, find the Wix SEO Wiz in your Wix dashboard. It's available to all, free of charge!
2. **Discover its Magic:** The Wiz uses your responses to a few simple questions to create a personalised SEO plan for your website. It's like having your own SEO mage at your beck and call.
3. **Seek its Wisdom:** Follow its instructions, and remember, magic takes time! Be patient, and you'll start seeing results.



## 3.8.2. The Wizard's Potion: Personalising Your SEO Plan with Wix SEO Wiz

Creating a bespoke SEO plan is akin to brewing a wizard's potion. Here's how you can personalise your SEO plan using the Wix SEO Wiz:

1. **Pour in the Ingredients:** Answer the Wiz's questions about your website. Be thorough and precise - the success of the potion depends on the quality of the ingredients.
2. **Mix it Up:** Based on your answers, the Wiz will conjure a tailored SEO plan for your website. Remember, each website is a unique concoction, and yours deserves a custom brew.
3. **Bottle it:** Apply the steps outlined in your plan across your site. Take your time to perfect it; the most potent potions aren't rushed.

## 3.8.3. The Crystal Ball: Monitoring Your Progress with Wix SEO Wiz

Now, we look into the crystal ball and witness the outcome of our efforts.

1. **Peer into the Crystal Ball:** After implementing your SEO plan, use the Wiz's monitoring tools to check your progress.



2. **Interpret the Visions:** Watch for changes in your site's traffic, keyword rankings, and more. Don't fret if improvements aren't immediate – SEO results often take time to materialise.
3. **Consult the Oracle:** Should your SEO results not meet your expectations, revisit the Wiz. The magical guide is always there to provide additional advice and reassess your SEO strategy.

By mastering the Wix SEO Wiz, you command the sorcery of SEO. It's your magic mirror, reflecting your website as it is, while helping you envision and create what it could become. Remember, the magic is in your hands, and with the Wiz as your guide, the path to SEO success is yours to walk.

## 3.9. The Round Table: Reviewing and Updating Your SEO Strategy

Just as knights of yore convened around the Round Table, a vital part of your SEO journey is regularly gathering your insights and strategies for review and renewal. Let us dive into this process, where constant vigilance and commitment to learning propel us to success.

### 3.9.1. The Flux of Time: Regularly Reviewing and Adjusting Your SEO Strategy





SEO is not a set-and-forget endeavour; it flows like the river of time. The digital landscape changes constantly, and to maintain the SEO advantage, you too must adapt.

1. **Schedule the Councils:** Set regular meetings with yourself or your team to review your SEO performance. These could be weekly, monthly, or quarterly depending on your preference and the size of your site.
2. **Chart the Changes:** Use tools like Google Analytics and the Wix SEO Wiz to track the performance of your keywords and website traffic.
3. **Adjust the Sails:** If something isn't working as well as you'd hoped, be prepared to change your strategy. This might mean targeting new keywords, updating your content, or optimising your site structure.

### 3.9.2. The Horizon's Edge: Staying Updated with SEO Trends

Just as a knight keeps his eyes on the horizon, you too should always be looking ahead at emerging SEO trends.

1. **Spot the New Frontiers:** Keep an eye on SEO news and updates from trusted sources. Google itself and SEO-focused websites like Moz and Search Engine Land can be excellent resources.



2. **Test the Waters:** If a new SEO trend emerges that's relevant to your site, consider testing it. But remember, not every trend will be beneficial or necessary for your specific situation.
3. **Chart the Course:** Implement the trends that work well for your site and fit with your overall SEO strategy.

### 3.9.3. The Lore keepers: Additional Resources for Wix SEO Mastery

In your journey of SEO mastery, there are many lore keepers who offer invaluable knowledge and resources. Seek their wisdom to continue growing and refining your skills.

1. **Unlock the Tomes:** Wix offers a wealth of resources for mastering SEO on their platform. These include guides, tutorials, and community forums.
2. **Ask the Sages:** Don't be afraid to seek help. If you're not sure about something, ask! The Wix support team is always ready to assist you.
3. **Join the Guilds:** There are numerous online communities where you can learn from others' experiences, ask questions, and share your own wisdom. SEO-focused forums and social media groups can be invaluable resources.

SEO is not a static quest, but a dynamic journey. Your castle might be built, but it needs constant upkeep. As with the fabled Round Table, ensure all voices are heard, all



strategies are considered, and all knights are ready to adapt. With a vigilant eye on the horizon and a firm grasp on your lore, your digital dominion shall stand the test of time.

# Conclusion: On-Page Wix SEO Checklist

Well done, intrepid explorer of the digital realm! You have successfully navigated the labyrinth of on-page SEO, and in doing so, equipped yourself with the essential tools to make your website shine in the eyes of search engines. Like an experienced stage manager ensuring every element of the performance is just right, you have meticulously followed the 'On-Page Wix SEO Checklist' and tuned your website to hit all the right notes.

From understanding the melody of meta tags and title tags to conducting the symphony of well-structured content and strategic keyword use, you have embarked on a journey that many digital adventurers find daunting. But not you! You've embraced the challenge and transformed your webpage into a captivating performance that search engines will applaud.

Take a moment to reflect on the progress you've made, and let's recognise how each completed task on your checklist has brought you closer to that sought-after spotlight in search engine rankings. Your dedication and focus have led you to master the art of on-page SEO, a skill that will undoubtedly serve as a foundation for your online success.



But remember, in the grand theatre of the web, the show must go on! As you continue to develop your site, keep your checklist close at hand. The digital stage is ever evolving, and the strategies you've learned will need regular fine-tuning to stay in tune with the latest updates and algorithm changes.

Reaching the end of this checklist is not the end of your journey, but the beginning of a new chapter. You are no longer just a participant in the digital world; you're a maestro, adept at orchestrating your website's elements for optimum SEO performance. So, take a bow and enjoy your well-deserved applause.

Now, as the curtain falls on our on-page Wix SEO checklist, be proud of your achievements. You've added invaluable tools to your SEO toolbox, and with your newfound knowledge, the digital world is truly your stage. Keep honing your skills, stay curious, and prepare yourself for the next act in your SEO journey. After all, the show has just begun!

## 4. Wix Technical SEO Checklist

Welcome, adventurers, to the exciting expedition that is the 'Wix Technical SEO Checklist'! Our quest is not one of peril and danger, but rather, a journey of discovery and mastery within the fascinating landscape of your website's backend. Don't fret if terms like 'XML sitemaps', '301 redirects' or 'canonical tags' sound like alien gibberish. We are here to guide you, to turn the strange into the familiar, and to help you navigate through this technological terrain with the precision of a seasoned explorer.



Now, you might wonder why we're embarking on this journey. Picture your website as a city, buzzing with life. On-page SEO takes care of the city's visible allure - the parks, the architecture, the festivities. But what about the underlying systems that keep the city functioning seamlessly - the traffic lights, the sewage system, the electricity grid? That's where Technical SEO comes in. It ensures that the search engines can traverse your website-city smoothly, efficiently indexing your content, understanding your site structure, and ultimately, positioning your site in the highest regard.

So, strap on your digital hiking boots and get ready for an adventure into the heart of your website's backend with our 'Wix Technical SEO Checklist'. It's designed to be an enjoyable exploration, breaking down complex ideas into bite-sized, digestible pieces that anyone can comprehend. It's a voyage of a lifetime that promises to turn you from a tech novice into a confident webmaster. Let's embark on this thrilling odyssey and prepare your website for a shining future in the world of search engines!

## **4.1. Lighting the Torch: Understanding Technical SEO and Its Importance**

In our grand journey through the labyrinth of technical SEO, we first must strike a spark and light our trusty torch. This blaze symbolises understanding — an appreciation of what technical SEO is, and why it's of such paramount importance to your website's success. Let us commence this expedition by shedding light on these essential concepts.

### **4.1.1. Technical SEO: An Unsung Hero of the Internet World**



Think of your website as a grand castle, laden with treasures, waiting to be discovered. Just as castles need well-constructed roads leading to them, your website needs pathways designed for search engines. That's where technical SEO, the unsung hero of the internet world, comes into play.

In simpler words, technical SEO is the bridge-builder, the road-layer, the castle gate-opener. It's all about ensuring that search engines like Google can easily find, understand, and navigate your website. It's akin to laying out the welcome mat and opening the grand gates of your castle, inviting the search engine crawlers — tiny digital emissaries from search engines — inside for a tour.

### 4.1.2. The Importance of Technical SEO: The Gate to the Internet Kingdom

1. **A Gateway for Crawlers:** Imagine our crawler friend arriving at your castle (website) but finding no bridge (technical SEO) to cross the moat. The consequence? Your valuable content remains hidden, and your castle remains a secret to the kingdom (the internet). Proper technical SEO ensures that search engines can access, crawl, and index your site without encountering a metaphorical closed gate or a broken bridge.
2. **User Experience — The Royal Treatment:** We've established that technical SEO is critical for our crawler friends, but it's equally important for human visitors — the princes and princesses of our story. Aspects of technical SEO, like site speed and mobile responsiveness, directly impact the user experience. A well-optimised site will load quickly and look just as splendid on a mobile screen as on a desktop, providing a royal experience for all visitors.



- 3. Standing Tall in the Crowded Kingdom:** Finally, remember that the internet is a bustling realm of competing castles. Without technical SEO, your castle risks being overshadowed by others that have clearer paths and more inviting gateways. In other words, solid technical SEO helps boost your website's visibility in search engine rankings, ensuring your castle stands tall and majestic, easily found by all.

In essence, embarking on this technical SEO journey will require effort and patience, but fear not! With each step, we will break down the complex concepts into bite-sized, digestible pieces. We'll tackle website structure, speed, security, mobile optimisation, and much more. It's time to bring out your inner webmaster and start constructing those bridges and polishing those castle gates. The kingdom of the internet awaits, and with a well-lit torch of understanding, you are already well on your way.

## 4.2. The Wix Connection: Why Wix for Technical SEO?

As we continue our exploration of the Technical SEO realm, we come across a familiar signpost – Wix. But what makes Wix such an enticing companion for this journey? Let's untangle the reasons why Wix could be the trusty steed you need to navigate the landscape of Technical SEO.

### 4.2.1. Wix: The Trusty Steed in the SEO Kingdom

Wix, a platform widely used for website building, is akin to a trusty steed that can transport you safely across the challenging terrain of the internet kingdom. It's not



merely a ride; it's a seasoned guide, equipped with an array of tools to help you tackle Technical SEO more efficiently and effectively.

1. **User-friendly Controls:** Wix prides itself on being beginner-friendly, much like a gentle steed that even a novice rider can handle. Its drag-and-drop interface makes website building as straightforward as piecing together a jigsaw puzzle. This ease extends to its SEO features as well, enabling you to implement many Technical SEO best practices without needing a wizard's knowledge of coding.
2. **The Swift Steed – Speed and Performance:** Wix continually gallops towards enhancing its performance. With advanced technologies, Wix ensures that your website can load at a pace akin to a knight racing towards victory in a joust. This speed and performance are critical facets of Technical SEO, directly affecting your website's visibility in the crowded tournament of search results.
3. **Mobile Responsive Armour:** Today's internet kingdom is teeming with explorers using mobile devices. Wix provides the armour of mobile responsiveness, ensuring your website looks as impressive on the small screens of smartphones as on the wide canvases of desktops. With Google's preference for mobile-friendly sites, this feature is an invaluable weapon in your SEO arsenal.
4. **Secure the Castle Gates - SSL/HTTPS:** Website security, symbolised by the secure HTTPS protocol, is another vital piece in the Technical SEO puzzle. Wix automatically includes SSL - the metaphorical castle guard - in all its websites, ensuring that your visitor's data is protected and that search engines regard your site as secure.





5. **The Sorcerer's Kit - Wix SEO Tools:** Wix offers a collection of SEO tools that can feel like magic to the uninitiated. There's the Wix SEO Wiz, a personalised plan that feels like your own SEO sorcerer guiding you step by step. Then there's the Site Booster App, helping your website gain visibility. It's like having a town crier spreading news of your website throughout the kingdom.

As we delve deeper into our journey through the land of Technical SEO, remember that Wix is a formidable ally. Its user-friendly controls, performance features, mobile optimisation, in-built security, and SEO tools can help simplify the complexities of Technical SEO, much like a trusty steed navigating a challenging trail. As you continue to learn and implement Technical SEO, know that with Wix, you're well-equipped to face the challenges and reach the heights of search engine success.

## 4.3. Deciphering the Web's Enigma: Unfolding the Secrets of a Technical SEO Audit

As we embark on our journey through the vast realm of Technical SEO, one of the most invaluable tools at our disposal is the technical SEO audit. Much like a skilled cartographer plotting the course of an expedition, a scrupulous alchemist deciphering cryptic recipes, or a wise oracle interpreting cryptic prophecies, we will navigate, decode, and make sense of the data gleaned from our audit.

### 4.3.1. The Cartographer's Quill: Charting the Pathway of Your Technical SEO Audit



Just as a cartographer would not set out to chart new lands without a plan, you should not begin your SEO audit without a clear strategy. It's time to dip our quill in the inkpot and chart our path.

1. **Define Your Goals:** What are you hoping to achieve with this audit? Perhaps you want to improve your site speed, make your site more mobile-friendly, or tackle issues that could be affecting your search engine rankings. Your goals will guide your journey, like a star in the night sky.
2. **Equip Yourself with the Right Tools:** In the same way a cartographer needs a compass and a ruler, you will need some essential tools to conduct your audit. These could include Google's Search Console and Analytics, SEO-specific tools like SEMrush or Ahrefs, and your Wix dashboard.
3. **Map Out the Key Areas of Investigation:** This could include site structure, mobile responsiveness, page speed, meta tags, and more. Think of these as the landmarks you need to chart on your map.

### 4.3.2. The Alchemist's Crucible: Analysing and Unravelling SEO Mysteries

With our map drawn and our course set, it's time to put on our alchemist's robes and start analysing.

1. **Analyse Each Landmark:** Use your chosen tools to collect data on each of your key areas of investigation. This may seem as mysterious as an alchemist



mixing potions, but rest assured, each tool will come with guidance to help you interpret the data.

2. **Identify Areas of Improvement:** As your investigation progresses, note down elements of your website that could be enhanced. These are your 'lead' elements that, with the right alchemical reaction, could be transformed into 'gold'.

### 4.3.3. The Oracle's Insight: Translating a Technical SEO Audit Findings into Strategic Action

Just as the oracle interprets cryptic prophecies, we need to translate our audit findings into a plan of action.

1. **Prioritise Your Findings:** Not all issues are of equal importance. Prioritise them based on their potential impact on your site's performance and visibility.
2. **Create an Action Plan:** For each problem identified, determine the best course of action to rectify it. This is your strategic plan, your roadmap to improving your website's SEO.
3. **Implement, Monitor, and Adjust:** With your action plan in hand, begin implementing changes. Like an oracle revisiting their prophecies, regularly review your website's performance and adjust as needed.



By charting your course, conducting thorough analysis, and translating your findings into action, you'll become the master of your website's SEO destiny. This may seem like a complex journey, but remember, every step brings you closer to understanding the enigma of the web and making your mark in the vast kingdom of the internet.

## 4.4. The Cartographer's Blueprint: Planning a Logical Site Structure

Embarking on our digital journey through the realms of Technical SEO, we now approach a crucial milestone: constructing your site's structure. It's akin to a cartographer crafting a detailed map of an uncharted land. But fear not, for we have the perfect blueprint to guide us in creating a castle that is both impressive and easy to navigate for our visitors and the search engine emissaries alike.

### 4.4.1. The Maze's Map: Creating an Effective Site Hierarchy

Just as a cartographer maps out the twists and turns of a bewildering maze, you need to construct a clear and logical hierarchy for your website. This blueprint will form the backbone of your online castle.

1. **Start with the Big Picture:** Think about the key pages that you want in your castle. These are like the grand halls and courtyards that make up the backbone of your castle's blueprint. Common examples might be "Home," "About," "Services," "Blog," and "Contact Us."

2. **Add Subcategories Where Necessary:** For larger castles, you might have subcategories under your main pages. For instance, under "Services," you might have individual pages for each service you offer. These are akin to the smaller chambers leading off from your grand halls.
3. **Keep It Simple and Scalable:** Try to keep your castle's blueprint as simple as possible, aiming for a maximum of three to four levels. This ensures your castle is easy to navigate for both visitors and search engine emissaries.

## 4.4.2. The Guiding Thread: Developing Intuitive Navigation

With a clear blueprint in place, we now need to create a thread to guide visitors through our castle's many halls and chambers. This means developing intuitive navigation.

1. **Create a Clear Menu:** Your website's main menu is like a signpost in the courtyard of your castle, pointing visitors towards the key areas. Ensure this menu is easy to find and read, typically at the top of your site, and includes all your main pages.
2. **Include a Site Footer:** Think of the site footer as the helpful castle guard, always present at the bottom of the screen, ready to guide lost visitors. It typically includes links to your main pages, contact information, and even useful resources like FAQs or terms and conditions.
3. **Consider a Breadcrumb Trail:** Breadcrumb navigation shows visitors the path they've taken through your site, much like a trail of breadcrumbs in a maze. This



is particularly useful for sites with many layers of hierarchy, guiding visitors back to the main halls of your castle.

### 4.4.3. The Secret Passages: Ensuring Optimal Internal Linking

Just as a well-designed castle has secret passages for smooth navigation, your website needs effective internal linking.

1. **Link to Relevant Pages:** When crafting your website's content, look for opportunities to link to other pages on your site. These internal links act like secret passages, guiding visitors and search engine emissaries alike to discover more of your castle's treasures.
2. **Use Descriptive Anchor Text:** The anchor text for your internal links should clearly describe what the linked page is about. It's like a hint about where a secret passage may lead, ensuring those who use it know their destination.
3. **Balance Is Key:** While internal links are beneficial, too many can make a page look cluttered. Like a castle with too many secret passages, it can become confusing. Aim for a balance between providing useful links and maintaining a clean, clear page.

Just like an expertly drafted blueprint, a well-planned site structure will make your website easier to navigate and more enjoyable to visit. By crafting an effective site hierarchy, developing intuitive navigation, and optimising your internal linking, you're



shaping a site that is user-friendly and search engine emissaries approved, truly worthy of your digital kingdom.

## 4.5. The Gatekeeper's Keys: Implementing URL and Domain Best Practices

As we continue our journey through the intriguing realms of Technical SEO, we now approach the towering gates of our digital kingdom. At the helm of these gates is the Gatekeeper, with keys of utmost importance - URLs and domain names. In the grand narrative of SEO, these keys play a pivotal role, opening doors to increased visibility and recognition.

### 4.5.1. The Engraved Sigils: Crafting SEO-Friendly URLs in Wix

URLs, much like the mystical sigils engraved on a gatekeeper's key, play a critical role in determining whether the search engine emissaries can unlock the hidden treasures of your digital kingdom.

1. **Craft Clear and Concise URLs:** The most effective keys are those that are easy to use, and in the same vein, the most effective URLs are short and clear. They should reflect the content of the page and contain keywords where appropriate, making it easy for search emissaries and visitors to understand what the page is about.

2. **Use Hyphens to Separate Words:** Spaces are a big no-no in URLs, as they get encoded and make the URL look messy and hard to read. Instead, use hyphens to separate words. Think of them as the engraved markings that make the key's sigils easier to decipher.
3. **Avoid URL Parameters Where Possible:** URL parameters can confuse search engine emissaries, making it harder for them to unlock the content of your page. It's like a key with overly intricate sigils; sometimes, simplicity is key.

## 4.5.2. The Magic Seal: Choosing and Optimising Your Domain Name

Your domain name, akin to the magic seal on a gatekeeper's key, is the stamp of identity for your digital kingdom. Here's how to choose and optimise it for SEO.

1. **Choose a Domain Name That Reflects Your Brand:** This can be your business name, a name that reflects what you do, or even a creative, brandable name. The key is that it should be memorable and easy to type.
2. **Stick with '.com' If You Can:** The '.com' TLD (top-level domain) is the most recognised and most trusted by web users. It's like the gold standard for magic seals - universally acknowledged and revered.
3. **Avoid Hyphens and Numbers:** These can make your domain name harder to remember and harder to type. A smooth, undisturbed surface on a magic seal is always easier to read.



### 4.5.3. The Chameleon's Trick: Handling WWW vs Non-WWW URLs in Wix

Choosing between 'www' and 'non-www' in your URLs is like the chameleon's trick, a slight change in appearance that can make a difference.

1. **Understand There's No SEO Difference:** The first thing to know is that, from an SEO perspective, there's no difference between 'www' and 'non-www' URLs. It's a personal preference, much like a chameleon might choose to display one pattern over another.
2. **Choose One and Stick to It:** Consistency is key, so decide whether you want to use 'www' or not, and then stick to it. This helps to prevent any confusion for your visitors and for search engine emissaries alike. Luckily for you, Wix automatically default to use the www, so you do not have to worry about this.
3. **Set Your Preferred Domain in Wix:** If you were using a different CMS like WordPress, you would have to get a developer to setup the defaults, but as Wix take care of this for you, just sit back and relax.

By thoughtfully crafting your URLs, carefully selecting and optimising your domain name, and smartly handling 'www' versus 'non-www' URLs, you'll ensure your gatekeeper's keys.

## 4.6. The Scribe's Parchment: Creating and Optimising XML Sitemaps

As we explore the grand library of our digital kingdom, we discover the realm of XML Sitemaps. These sitemaps are like the parchment of an ancient scribe, outlining the intricate structure of our digital castle. Let's dip our quill in the ink and uncover the secrets of creating and optimising these vital tools.

### 4.6.1. The Legend's Code: Understanding the Role of XML Sitemaps

An XML Sitemap, much like the legend on a scribe's parchment, provides a detailed guide for the search engine emissaries seeking to explore and index our digital castle.

1. **Understand Their Purpose:** Simply put, an XML Sitemap is a list of all the pages on your website. Think of it as a map in a legendary tale, showing the reader all the places, they could venture. It helps search engines discover all the pages on your site, including those that might not be easily found through standard browsing.
2. **Recognise Their Importance:** With a well-crafted XML Sitemap, you make it easier for search engines to index your website effectively. This could potentially enhance your visibility in search engine results, much like a detailed legend can bring a story to life.



## 4.6.2. The Storyteller's Ink: Creating an Effective Sitemap in Wix

Creating an effective XML Sitemap in Wix requires a meticulous storyteller's touch. Let's uncap our inkwell and begin.

1. **Let Wix Do the Work:** The beauty of Wix is that it automatically generates an XML Sitemap for your website. Like a magical ink, it saves you the hard work of manually creating a sitemap.
2. **Ensure All Important Pages Are Included:** Your sitemap should include all pages you want search engines to find. These could be your main pages, blog posts, product pages, etc. Thankfully, Wix automatically includes all your site's pages in the sitemap.
3. **Remove Any Pages You Don't Want Indexed:** Conversely, if there are pages you don't want to be found by search engines (like a private landing page), you can remove these from your site map using Wix's SEO tools.

## 4.6.3. The Royal Seal: Submitting Your Sitemap to Search Engines

Submitting your sitemap to search engines is like affixing the royal seal to a document - it makes it official and draws the attention of the search engine emissaries.



1. **Find Your Sitemap URL:** In Wix, your sitemap URL is typically your domain followed by `"/sitemap.xml"` (e.g., `www.yoursite.com/sitemap.xml`). This is like the unique mark of your royal seal.
2. **Submit Your Sitemap to Google Search Console:** You can submit your sitemap directly to Google via their Search Console. This is a free service that helps you monitor and maintain your site's presence in Google Search results. Consider this as presenting your parchment to the court of the Google kingdom.
3. **Repeat for Other Search Engines:** Don't forget about other search engine kingdoms like Bing or Yahoo. Most have their own versions of a search console where you can submit your sitemap.

By understanding the role of XML sitemaps, creating an effective sitemap in Wix, and submitting your sitemap to search engines, you ensure that the map of your digital kingdom is accessible to all who wish to explore it. This completes another important chapter in our tale of mastering Wix Technical SEO.

## 4.7. The Fortress Walls: Prioritising Website Security with HTTPS

As we journey deeper into the heart of our digital kingdom, we encounter the grand fortress walls – an apt metaphor for HTTPS, the security protocol that keeps our website safe from invaders. Let's stand tall on these ramparts, understanding and implementing the safety measures required to protect our digital fortress.



## 4.7.1. The Royal Guard: Understanding the Importance of HTTPS

Just as a royal guard plays a pivotal role in the security of a kingdom, so does HTTPS play a crucial role in protecting your website.

1. **Ensuring Privacy and Security:** HTTPS encrypts information sent between your website and its visitors. This means it's almost impossible for malicious parties to snoop on your users' data. Imagine a royal guard ensuring that secret messages are securely delivered within the kingdom.
2. **Boosting SEO:** Search engines, like Google, prefer secure sites and may rank HTTPS-enabled websites higher in search results. Consider it a nod of approval from the king, acknowledging the safety measures you've put in place.
3. **Enhancing Trust:** Seeing that 'https' in your URL reassures visitors that their data is secure on your site. It's akin to seeing the royal guard at the castle gates, making you feel safe and secure.

## 4.7.2. The Iron Gate: Implementing HTTPS on Your Wix Website

Now that we understand the importance of HTTPS, let's discuss how to implement it, much like raising the iron gate on our fortress walls.



1. **It's Automatic with Wix:** The beauty of Wix is that all new Wix sites come with HTTPS automatically, much like the automatic rising of the iron gate at the approach of a friendly face.
2. **Check Your Certificate:** To ensure your SSL certificate (the technology behind HTTPS) is functioning correctly, simply look for the padlock symbol next to your URL in the browser. It's a quick confirmation that your iron gate is strong and steadfast.
3. **Ensure All Page Links Are HTTPS:** As you add content, always check that any links to other pages on your site use HTTPS. This maintains a secure environment throughout your digital kingdom.

### 4.7.3. The Shield's Reflection: Ensuring a Secure User Experience

Keeping the experience safe for those who visit your digital kingdom is paramount. Here's how you can ensure a secure user experience.

1. **Keep Your Wix Site Updated:** Wix handles most of the technical updates, but it's important to make sure your site elements and apps are up to date. It's like keeping your guards equipped with the latest armour and weaponry.
2. **Educate Your Visitors:** If your website requires users to input sensitive information, consider adding information about your security measures. It assures them that their data is in safe hands, much like a royal guard explaining the strength of the castle's defences.



3. **Handle User Data Responsibly:** If you're collecting any data from your users, make sure you're doing so responsibly and in accordance with data protection laws. This is akin to the ethical code of the royal guard, treating every visitor with respect and integrity.

By understanding the importance of HTTPS, implementing it on your Wix website, and ensuring a secure user experience, you fortify the walls of your digital fortress, prioritising the safety of your kingdom and its people.

## 4.8. The Timekeeper's Clock: Speeding Up Wix Page Load Times

In the grand tapestry of our digital kingdom, time itself is a vital thread. Much like the tick-tock of the Timekeeper's Clock, the speed at which our pages load has a profound impact on our kingdom's standing in the realm of SEO. Let's embark on a journey to ensure that our digital tapestry is woven swiftly and seamlessly.

### 4.8.1. The Racing Hare: Grasping the Impact of Page Speed on SEO

Much like a racing hare, the speed of your website can greatly impact its performance in the great race of search engine rankings.

1. **Affecting User Experience:** The faster your website, the better the user experience. Imagine, if you will, a herald delivering a message from the king. The quicker he is, the more satisfied his audience will be.
2. **Influencing SEO:** Page speed is a known ranking factor in Google's algorithm. If your site is the racing hare of the internet, you're more likely to outpace your competition in the search results.
3. **Impacting Conversions:** Speed influences whether visitors stick around to become customers or leave due to frustration. After all, even the most patient subject can grow weary of waiting.

## 4.8.2. The Wind's Whisper: Implementing Wix Page Speed Best Practices

Let's now heed the whisper of the wind, implementing strategies to ensure our pages load as swiftly as a gust of air.

1. **Optimise Your Images:** Large, high-resolution images can significantly slow down your page load times. In Wix, you can compress and optimise your images without sacrificing quality, ensuring your website's artwork remains as light as a feather.
2. **Limit Complex Elements:** While interactive elements can engage users, too many can bog down your site. Try to keep them to a minimum, creating a website that's as streamlined and efficient as a well-kept windmill.





3. **Leverage Wix's Built-in Optimisations:** Wix has a multitude of tools to help speed up your site, including asynchronous loading and automatic image optimisation. It's like harnessing the wind itself to speed your journey.

### 4.8.3. The Hourglass: Measuring Your Page Speed Performance

Finally, let's turn to the hourglass, a symbol of measured time. Regularly assessing your page speed is essential to maintaining a swift and user-friendly website.

1. **Use Google's PageSpeed Insights:** This free tool allows you to measure your site speed and provides helpful suggestions on how to improve it. Consider it as flipping over the hourglass and seeing how long the sand takes to fall.
2. **Monitor Your Speed Over Time:** Speed isn't a one-time fix. Continually monitoring your site's speed can help you catch any potential slowdowns before they become an issue. It's as crucial as a Timekeeper's vigilance.
3. **Heed the Feedback:** If the tool suggests improvements, implement them. A watched hourglass does nothing if the observer doesn't act on the passage of time.

With the Racing Hare's swiftness, the Wind's Whisper's guidance, and the Hourglass's diligence, our journey to speeding up Wix page load times will certainly leave us standing strong in the ever-competitive race of SEO.

## 4.9. The Enchanter's Scroll: Optimising Your Site for Mobile

We are in the era of the Enchanter's Scroll – our magical mobile devices. These tiny pocket-sized portals to the digital kingdom have rapidly grown in influence, and for the savvy digital ruler, mobile optimisation is a spell that must be cast. Come, let's weave this magic together.

### 4.9.1. The Magic Mirror: Recognising the Importance of Mobile-First Indexing

In the world of SEO, the mobile version of your site is the reflection in the Magic Mirror that search engines first investigate.

1. **The Mirror's Vision:** Since 2019, Google has prioritised the mobile version of websites over the desktop version. This is what's known as 'Mobile-First Indexing'. Imagine the Magic Mirror showing the kingdom's reflection – this is how Google views your digital realm.
2. **The Mirror's Impact:** A well-optimised mobile site increases your chances of being found in search engine results, as the Mirror reflects a favourable image of your kingdom to Google.

3. **The Mirror's Influence:** As more people use their mobile devices to access the digital world, a mobile-optimised website offers a superior user experience, ensuring your subjects can easily navigate your digital kingdom.

## 4.9.2. The Shapeshifter's Art: Ensuring a Responsive Design in Wix

Embracing the art of the Shapeshifter, your website must adapt its form to suit all devices, big or small. This is the heart of responsive design.

1. **Shapeshifter's Craft:** Thankfully, Wix websites are designed to be responsive, automatically adjusting their layout to suit the screen size. It's like your digital castle magically reshaping itself depending on who's looking at it.
2. **Shapeshifter's Eye:** However, it's important to manually check how your site looks and performs on different devices. You can do this in the Wix editor by switching between desktop and mobile view, ensuring your castle looks magnificent from every angle.
3. **Shapeshifter's Touch:** Ensure that all elements like text, images, buttons are clearly visible and clickable on smaller screens. It's akin to making sure every door and window in your shapeshifting castle works flawlessly.

## 4.9.3. The Sorcerer's Stone: Testing Your Site's Mobile Usability



The final piece of our enchantment lies within the Sorcerer's Stone – the tool that enables us to test our mobile website's performance.

1. **The Stone's Power:** Use Google's Mobile-Friendly Test to assess your site's mobile usability. It's like using the Sorcerer's Stone to reveal the truth of your enchantment's success.
2. **The Stone's Insight:** The tool will identify any issues, such as text that's too small to read on mobile, or links too close together. Like a sorcerer's incantation, it reveals where the magic is lacking.
3. **The Stone's Wisdom:** Implement the suggested changes to enhance your mobile site's performance. The Sorcerer's Stone not only diagnoses but also offers the wisdom to improve, ensuring your enchantment is robust and effective.

By recognising the importance of mobile-first indexing, ensuring a responsive design, and testing your site's mobile usability, your Wix website can become the Enchanter's Scroll – a magical experience for all who venture into your digital kingdom.

## 4.10. The Invisible Hand: Managing Robots.txt and Crawl Budget

In the ethereal world of SEO, there are unseen forces at play. One such force is the Invisible Hand, guiding the way for the search engine's emissaries, known as crawlers. With a properly optimised Robots.txt file and a well-managed crawl budget, we can



direct these spectral agents to explore and index our digital kingdom. Let's delve into this world of shadows and lights.

### 4.10.1. The Shadow's Path: Understanding the Function of Robots.txt

Imagine a mystical scroll known as Robots.txt that tells the spectral agents where they may or may not tread within your digital realm.

1. **Shadow's Ink:** The Robots.txt file provides instructions to web crawlers about which parts of your site they can access. It's as though you're creating a map out of shadows, directing these unseen entities through your kingdom.
2. **Shadow's Pen:** You can create and modify the Robots.txt file in the Wix SEO settings, giving you the power to decide which areas of your kingdom are bathed in shadow and which are revealed in light.
3. **Shadow's Caution:** Be careful while giving instructions, as blocking the wrong section can keep useful pages out of search engine indexes. Imagine inadvertently casting a shadow over your kingdom's grandest treasure!

### 4.10.2. The Light's Touch: Optimising Crawl Budget

The 'crawl budget' is the number of pages a crawler will examine on your site within a specific timeframe. Think of it as the amount of light a lantern will shed before it burns out.

1. **Light's Reach:** Prioritise your important pages. Ensure they are easily discoverable and not buried deep within your site. It's like placing your precious gems where the lantern's light will surely reach.
2. **Light's Pace:** Keep your website updated. Fresh, quality content attracts the crawlers, just as moths are drawn to a flame.
3. **Light's Guide:** Reduce errors and dead ends on your website, so crawlers don't waste their limited light stumbling upon doors that lead nowhere.

### 4.10.3. The Ghost's Whisper: Controlling Search Engine Crawlers

The Ghost's Whisper represents the controls you have over how search engine crawlers interact with your site.

1. **Ghost's Command:** You can use the Robots.txt file to guide or restrict certain crawlers. Just like whispering commands that only certain ghosts can hear.
2. **Ghost's Sign:** In Wix, you can use the SEO settings to add 'noindex' tags to specific pages you want to hide from search engines, akin to placing a sign that only the ghostly agents can see.

3. **Ghost's Respect:** Remember, these spectral agents respect the rules laid down in the Robots.txt file. But these rules are only as good as your command - so wield this power wisely.

In guiding the Invisible Hand with the Shadow's Path, the Light's Touch, and the Ghost's Whisper, you can make the unseen agents work to your advantage, illuminating your digital kingdom in the spectral glow of SEO success.

## 4.11. The Minstrel's Song: Structured Data and Schema Markup

Welcome to the grand ballroom of the internet, where structured data and schema markup create the Minstrel's Song, harmonising your site's information into a melody that search engines can dance to. Let us learn the lyrics and chords to this enchanting tune.

### 4.11.1. The Bard's Tale: Understanding Structured Data

Structured data, in the grand narrative of our digital kingdom, is the Bard's Tale. It's the way we help search engines understand the context of our content.

1. **The Bard's Tale's Theme:** Structured data uses a specific vocabulary to describe your website content in a way that search engines can understand. It's like telling a tale to a foreign visitor in their own language.

2. **The Bard's Tale's Characters:** It defines the characters in your tale. For example, if your site is about recipes, structured data can specify ingredients, cooking time, and calorie count. It's like introducing the knights, princesses, and dragons of your tale to your audience.
3. **The Bard's Tale's Importance:** By helping search engines understand your content, structured data can influence how your website is displayed in search results, making your tale more appealing to the curious reader.

## 4.11.2. The Harp's Strings: Implementing Schema Markup in Wix Advanced SEO Settings

Schema markup is the harmonious arrangement of the Harp's Strings. It's the particular form of structured data that Google and other search engines prefer.

1. **Tuning the Harp:** First, you need to decide what type of information you want to highlight using schema markup. This can be anything from product information to events, recipes, or reviews. Each string of your harp plays a different tune, and you must choose wisely.
2. **Playing the Harp:** You can add schema markup to your Wix site using the Advanced SEO settings. It's like plucking the strings of your harp to compose your melody.
3. **Harmonising the Tune:** When implementing schema markup, ensure it is accurate and representative of the content on your page. Your tune must be in harmony with the tale you're telling.





### 4.11.3. The Lute's Melody: Testing Your Structured Data

Testing your structured data is akin to listening to the melody of your lute, ensuring it plays the right notes.

1. **The Lute's Sound Check:** Use Google's Structured Data Testing Tool to validate your markup. It's like checking if your lute is in tune and ready to play.
2. **The Lute's Symphony:** The tool will tell you if your structured data is correctly formatted and can be read by search engines. It's as if you're ensuring your lute plays a melody that everyone can enjoy.
3. **The Lute's Encore:** Keep testing and tweaking until your structured data is playing the perfect tune. Like a master minstrel, don't stop until your melody resonates through the grand ballroom of the internet.

Mastering The Minstrel's Song - understanding structured data, implementing schema markup, and testing your performance - helps your digital kingdom tell a compelling tale that search engines can understand and your audience can enjoy. Thus, your website dances to the tune of success in the grand ballroom of search results.

## 4.12. The Seer's Sight: Monitoring and Fixing Errors



In the grand scheme of Technical SEO, the ability to foresee, interpret, and amend issues is akin to the Seer's Sight. Equipped with the right tools, such as Google Analytics and Google Search Console, you become the all-seeing eye, the guardian of your digital kingdom's well-being. Let us embark on this insightful journey.

### 4.12.1. The Raven's Call: Regular Site Audits

Site audits, like the Raven's Call, signal areas needing your attention.

1. **Decoding the Call:** Regular site audits help identify SEO issues, from broken links to slow load times before they impact your site's performance. It's as though the raven alerts you of an incoming storm.
2. **Frequency of the Call:** Conduct site audits periodically – monthly, quarterly, or whenever you make major site updates. The raven's call, like our vigilance, should be regular.
3. **The Call's Echo:** There are various tools available for site audits. Choose one that suits your needs and heed its call.

### 4.12.2. The Healer's Touch: Identifying and Fixing Common SEO Issues

A healer knows how to diagnose ailments and prescribe remedies. SEO, like healing, requires both knowledge and action.



1. **The Healer's Diagnosis:** From your site audit, you'll discover areas needing improvement. This could be broken links, duplicate content, or pages not indexed by search engines.
2. **The Healer's Elixir:** Use Wix's SEO tools to resolve these issues. For instance, use the URL Redirect Manager to fix broken links, or the Wix Editor to address duplicate content.
3. **The Healer's Wisdom:** The true wisdom of a healer lies not just in curing ailments but preventing them from recurring. Regular audits help ensure your site remains healthy.

### 4.12.3. The Owl's Wisdom: Interpreting Google Search Console Reports

Google Search Console, like the Owl's Wisdom, offers insights into your site's performance and visibility in Google's search results.

1. **The Owl's Gaze:** Google Search Console provides data about your site's ranking keywords, click-through rates, and more. It's as though the owl surveys your kingdom from high above.
2. **The Owl's Hoot:** The Console also alerts you to any crawl or indexation errors. Listen to its hoots and act accordingly.



3. **The Owl's Flight:** Use these insights to optimise your site's visibility and performance. Follow where the owl leads.

## 4.12.4. The Eyes of the Web: Setting Up Google Analytics

Google Analytics offers you the Eyes of the Web, granting you vision into your audience's behaviour.

1. **The Web's Vision:** Set up Google Analytics on your Wix site to track visitor behaviour, including where your traffic is coming from, how long visitors stay, and what they interact with.
2. **The Web's Patterns:** This data can reveal patterns and trends, providing valuable insights for optimising your user experience and SEO strategies.
3. **The Web's Insight:** Google Analytics not only gives you the current snapshot of your site but also allows you to track changes over time, giving a dynamic picture of your progress.

## 4.12.5. The Heartbeat: Understanding SEO Metrics and KPIs

The final part of your journey lies in comprehending your kingdom's heartbeat: SEO metrics and KPIs.



1. **The Kingdom's Pulse:** SEO metrics are the vital signs of your site's health. These include organic traffic, bounce rate, average session duration, and more.
2. **The Heartbeat's Rhythm:** KPIs (Key Performance Indicators) are specific metrics that align with your goals. They mark the rhythm of your heartbeat, telling you whether you're on track.
3. **The Heartbeat's Echo:** Regularly check these metrics and KPIs to understand your site's performance and areas for improvement. In the end, it's the sound of this heartbeat that tells the tale of your kingdom's health and prosperity.

In mastering the Seer's Sight, you not only foresee and correct errors, but you also ensure your digital kingdom's well-being, leading it towards prosperity and success in the realm of search results.

## 4.13. The Eternal Flame: Embracing Continuous Learning in Technical SEO

In the realm of Technical SEO, learning is akin to the Eternal Flame, unyielding, transformative, and enlightening. As the digital world continuously evolves, one must be willing to change, adapt, and learn, to ensure your website not only survives but thrives amidst these shifts. So, let us venture forth into the glow of the Eternal Flame and embrace the power of continuous learning.



### 4.13.1. The Rising Phoenix: Adapting to Changes in Technical SEO

The Phoenix, a mythical bird that rises anew from its ashes, symbolises adaptability and resilience - qualities that every SEO practitioner must embody.

1. **The Phoenix's Rebirth:** As search engine algorithms constantly evolve, your technical SEO strategies must also adapt. Do not be disheartened by change; instead, see it as a chance to emerge stronger, like the Phoenix rising from the ashes.
2. **The Phoenix's Flight:** Embrace these changes by staying informed about new algorithm updates, then adjusting your strategies accordingly. This will ensure your website continues to soar in the realm of search results.
3. **The Phoenix's Vigilance:** Consistently monitor your website's performance, identify areas of improvement, and apply your newly learnt strategies, thus ensuring your Phoenix never falls from flight.

### 4.13.2. The Dancing Shadows: Keeping Up with Industry Trends

In the play of light and shadows, the ability to discern changing patterns is key. In our context, these Dancing Shadows represent the shifting trends within the SEO industry.



1. **The Shadow's Movement:** Stay updated with emerging SEO trends and industry shifts. This could be anything from voice search optimization to artificial intelligence in SEO. Observing the dancing shadows ensures you're always in step with the industry's rhythm.
2. **The Shadow's Course:** Leverage reputable SEO news sources, blogs, webinars, and podcasts to understand these trends. The more you follow the dance, the more the pattern will become clear.
3. **The Shadow's Guide:** Implement new techniques based on these trends on your website, ensuring you're always in tune with the times, just as a dancer moves in harmony with their shadow.

### 4.13.3. The Eternal Scroll: Leveraging Resources for Ongoing Education

Just as the ancient scholars studied the Eternal Scroll for wisdom, so should you strive to continually learn about SEO.

1. **The Scroll's Wisdom:** Harness the wealth of online resources available - tutorials, courses, forums, guides - all waiting to be discovered on your eternal scroll of learning.
2. **The Scroll's Tale:** Join SEO communities where experts and novices alike share experiences, ask questions, and provide advice. Their shared stories weave the rich tapestry of your learning journey.



3. **The Scroll's Illumination:** Participate in SEO workshops or webinars where you can gain direct insights from industry leaders. These sparks of knowledge can illuminate your path forward in technical SEO.

Embracing the Eternal Flame of learning in Technical SEO is a commitment to growth, a testament to resilience, and a celebration of the ever-evolving digital landscape. Like the Phoenix, let's rise to every challenge; like the Shadows, let's move with the trends, and with the Eternal Scroll, let's unfurl the vast expanse of SEO knowledge.

# Conclusion: Wix Technical SEO Checklist

Bravo! You've officially navigated the digital backstreets of your website, unearthing, and optimising the critical gears that keep the machine running smoothly. The 'Wix Technical SEO Checklist' was your map, and you've proven yourself a skilled cartographer, charting a course through often overlooked territories like site architecture, loading speed, and mobile responsiveness.

Think of your website as a majestic castle. Its beauty and grandeur draw the attention from afar, but it's the hidden passages, sturdy foundations, and intricate mechanisms behind the scenes that truly make it function. You have been the master architect, strengthening the invisible scaffolding of your website to provide a seamless, welcoming experience for your visitors and the ever-discerning search engine crawlers.





You've ensured that the drawbridge works correctly (responsive design), the guards are vigilant (SSL certificate), the servants move quickly and efficiently (load speed), and all the corridors and chambers are easy to navigate (XML sitemap). Every task completed on this checklist has brought your digital fortress closer to being an invincible stronghold in the realm of search engines.

But remember, just as a castle needs regular upkeep to remain robust, so does your website. Technical SEO isn't a one-time task but an ongoing commitment. As you add new pages or features, ensure they align with the principles you've learnt from this checklist. The digital landscape changes frequently, and it's essential to stay up to date with the latest practices and algorithms.

So, here's to you, the silent architect, the unsung hero of the website's success. Take pride in the invisible enhancements you've made to your site's infrastructure. You have not only tackled a complex challenge but turned it into an opportunity, bolstering your website's integrity and making it an irresistible destination for both users and search engines.

As we conclude our journey with the 'Wix Technical SEO Checklist', remember this is not the end, but a significant milestone in your SEO odyssey. Use your newfound knowledge, skills, and confidence to continue growing, learning and adapting. The digital world is an exciting, ever-evolving adventure. Stay curious, keep exploring, and you're sure to reach new heights of online success. Onwards, brave explorer, to the next chapter of your SEO story!

## 5. Content Checklist

Greetings, all aspiring storytellers! Welcome to our 'Content Checklist' adventure, a guide through the enchanting realm of online content creation. Now, you might be wondering, "Why is content such a big deal?" Well, think of the internet as a grand library, brimming with tales of every kind. In this digital library, your website is your own personal book. Now ask yourself: in this vast collection, how will your book capture readers' attention, keep them turning the pages, and leave them yearning for more?

The answer, dear adventurers, lies in the magic of content. Your content is the enticing cover that draws in readers, the gripping narrative that keeps them engrossed, and the compelling end that leaves a lasting impression. And the exciting part? You, yes YOU, get to be the author of this captivating tale!

Our 'Content Checklist' is your faithful companion in this exciting endeavour, guiding you in weaving content that is both enchanting and effective. From understanding your brand's voice and choosing the right topics, to mastering SEO strategies and creating compelling headlines, we'll be with you every step of the way.

So, grab your quill (or, more likely, your keyboard), don your author's cap, and prepare to embark on a creative quest that will transform you from a content novice to a confident content maestro. Ready to start crafting your digital narrative? Great! Let's get this story started!

## 5.1. Understanding Your Canvas: The Importance of Content

Just as an artist's canvas is the vessel for their creativity, your website is the canvas for your content. But why is content so crucial? Picture this: your website as an enchanted canvas, where the colours represent your content and the picture you paint shapes the experience of your audience. Let's embark on this creative journey and explore the importance of content in your SEO voyage.

### 5.1.1. The Blank Canvas: Laying the Foundation

Before a painter begins, they first appreciate the value of their blank canvas. Similarly, understand the importance of the content you are about to create.

1. **The Canvas's Potential:** Recognise that the strength of your website lies in its content. It's the paint that brings your canvas to life, drawing in visitors and keeping them engaged.
2. **The Canvas's Appeal:** Understand that compelling, valuable content can elevate your website's appeal, making it a must-visit destination in the vast digital landscape.
3. **The Canvas's Influence:** Acknowledge that good content can greatly impact your search engine ranking. Much like how an artist's reputation can grow with each masterpiece, your website's reputation can soar with each piece of quality content.

## 5.1.2. The Artist's Palette: Creating Engaging Content

An artist's palette is a vibrant mix of colours, just as your website should be a mix of diverse and engaging content.

1. **The Palette's Diversity:** Strive for a variety of content types - blogs, videos, infographics, podcasts. Like the different colours on a palette, they enrich your website, keeping your audience interested and engaged.
2. **The Palette's Harmony:** Ensure that all your content is consistent in quality and reflects your brand's identity. Each colour, though different, should work in harmony to paint a cohesive picture.
3. **The Palette's Quality:** Prioritise creating high-quality content. The brighter and more vivid your colours (content), the more they will stand out in the crowded gallery of the internet.

## 5.1.3. The Artist's Touch: Optimising Content for SEO

An artist doesn't merely splash paint onto the canvas; they carefully plan their composition, much like how you should strategically plan and optimise your content.



1. **The Artist's Vision:** Use relevant keywords strategically in your content. This is like sketching the outline of your painting, guiding search engines, and helping your content get discovered.
2. **The Artist's Precision:** Make sure your content is easily readable with clear headings, short paragraphs, and bullet points where necessary. This adds depth and detail to your painting, making it easier for visitors to understand and navigate.
3. **The Artist's Signature:** Include metadata - title tags, meta descriptions, alt text for images - with relevant keywords. This is like signing your painting, letting search engines and visitors alike know what your content is about immediately.

Understanding your canvas and the importance of content is the first step in crafting a masterful website. With each stroke of content you create, you'll not only create an engaging experience for your visitors but also enhance your website's visibility in search engines, transforming your canvas into a captivating masterpiece.

## 5.2. Gathering Your Tools: Content Creation Essentials

Creating compelling content is much like painting a masterpiece; it requires an understanding of your materials and tools. It's a journey that's as exciting as painting the night sky or a vibrant landscape. Let's start this creative journey by exploring the essential tools you need to create captivating content.

## 5.2.1. The Artist's Palette: Understanding Your Brand Voice

The first tool in our arsenal is understanding your brand voice, which is like an artist's palette.

1. **Mixing Your Colours:** Your brand voice is the mix of your brand's personality and values. Just like an artist blends colours to get the right hue, you'll need to blend your brand's traits to create a unique voice. Reflect on your brand's personality, values, and target audience, then mix these elements to create a brand voice that reflects your identity.
2. **Creating Consistency:** Once you've found your unique blend, consistency is key. Ensure your brand voice remains the same across all platforms and content types. This consistency is like an artist consistently using the same hues in a series of paintings, giving them a recognizable style.
3. **Applying Your Colours:** Finally, apply your brand voice across all your content, just like an artist uses their chosen hues to bring their canvas to life. Make sure your brand voice shines through in everything you write, from blogs and social media posts to emails and website copy.

## 5.2.2. Brushes of All Sizes: Multi-format Content Considerations

Now that you have your palette ready, it's time to explore different brushes or, in our case, multi-format content considerations.

1. **Selecting Your Brushes:** Much like an artist uses different brushes for different effects, you'll need to create different formats of content for different purposes. Think about blogs, videos, infographics, podcasts, webinars – each one is a different brush in your content creation toolkit.
2. **Creating with Your Brushes:** Use each format strategically to create content that resonates with your audience and suits your message. An intricate detail might need a fine brush (a blog post), while a bold statement might require a larger brush (a video).
3. **Experimenting with Brushes:** Don't be afraid to experiment and try new formats. Just like an artist who discovers new techniques through experimentation, you might discover a new format that your audience loves.

### 5.2.3. The Colour Wheel: Injecting Creativity into Your Content

Finally, let's explore our colour wheel – the tool that will help us inject creativity into our content.

1. **Exploring Colours:** Look for inspiration everywhere and don't be afraid to think outside the box. In terms of content, this means exploring new topics, using playful language, or creating interactive content.

2. **Matching Colours:** Just as an artist uses a colour wheel to find complementary colours, find topics that complement your brand and resonate with your audience. This will make your content more engaging and effective.
3. **Creating a Rainbow:** The most vibrant paintings use a variety of colours, and the most engaging content should be diverse. Try to incorporate a variety of topics, perspectives, and formats into your content.

By gathering your tools and understanding how to use them, you'll be well on your way to creating engaging content that captivates your audience and brings your brand's story to life. Remember, like any artist, practice and creativity are your best friends in this process. Happy painting!

## 5.3. Sketching Your Subject: Defining Your Content Goals

Before an artist begins to create, they always have a clear vision of what they want to sketch. Similarly, content creation requires a clear understanding of what you want to achieve. This stage is about sketching the outline of your content masterpiece. Let's delve into how to define your content goals effectively.

### 5.3.1. The Portrait: Developing Buyer Personas

Every great portrait begins with understanding the person you're about to depict, and in content creation, your portrait is your buyer persona.





1. **The First Strokes:** Begin by gathering information about your customers. This can include demographic data, online behaviour, interests, challenges, and motivations. These details are the first strokes of your buyer persona portrait.
2. **Filling in the Details:** Once you've collected the information, use it to form a detailed image of your typical customer. This image, or persona, should feel like a real person who you can refer to when creating content. Filling in the details in your portrait will help you understand and connect with your audience more deeply.
3. **Creating Multiple Portraits:** Remember, you might have more than one type of customer, so you may need to create several buyer personas. Each one represents a segment of your audience and will help you tailor your content to suit their needs.

### 5.3.2. The Still Life: Topic Research and Selection

Next, you need to decide what your content will be about, much like an artist choosing the subject for a still life painting.

1. **Choosing Your Subject:** Your topics should be things your buyer personas care about and that align with your brand. Use your buyer personas to brainstorm topic ideas that would interest your audience and relate to your products or services.

2. **Arranging Your Composition:** Once you have a list of potential topics, arrange them in order of relevance and importance. Like the composition of a still life painting, this structure will guide your content creation.
3. **Adding Depth and Colour:** Finally, flesh out each topic with subtopics, questions, and keywords. This is like adding depth and colour to your still life, making it more detailed and engaging.

### 5.3.3. The Landscape: Building a Content Calendar

Now, it's time to sketch your landscape, which is your content calendar.

1. **Laying Out Your Horizon:** Start by identifying key dates and events that are important for your business. These could include product launches, sales, industry events, or holidays. Plot these on your calendar as they are the key features of your landscape.
2. **Filling in Your Scenery:** Next, plan when you will publish content about each of the topics you selected in the previous step. Distribute these throughout your calendar, filling in the scenery around your key features.
3. **Adding the Final Touches:** Finally, include specifics like what type of content you'll create, who is responsible for it, and any associated tasks. This is like adding the finishing touches to your landscape painting.



Sketching your content goals, understanding your audience, choosing your topics, and creating a content calendar are crucial steps in developing a successful content strategy. Like a painter with a sketch, you now have a solid foundation to create your content masterpiece!

## 5.4. Applying the Underpainting: Keyword Research and SEO

Just as an artist lays down an underpainting to set the tone for a masterpiece, keyword research and SEO provide the necessary foundation for your content. The right mix of keywords helps your content rank higher on search engines and brings your brand to the forefront of the minds of your target audience.

### 5.4.1. The Spectrum of Search: Keyword Research Basics

Exploring the spectrum of search is like creating your colour palette before you start painting. By understanding the basics of keyword research, you can colourfully splash your content on the canvas of the internet.

1. **Hue Hunting:** Begin by brainstorming a list of potential keywords that resonate with your content. Ask yourself what search terms your audience might use to find your topic.



2. **Palette Prepping:** Employ keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs. These tools help you discover the popularity (search volume) and competition (keyword difficulty) of your chosen keywords.
3. **Colours Collating:** Go for a blend of broad, high-volume keywords and more specific, lower-volume keywords. This balance paints your content across a wider audience spectrum.

## 5.4.2. Subtle Shades: The Power of Long-tail Keywords

Just as a painter uses subtle shades to bring depth and realism to their work, the use of long-tail keywords can bring a similar depth to your content and resonate with your audience on a more personal level.

1. **Adding Depth and Detail:** Long-tail keywords are longer, more specific keyword phrases that visitors are more likely to use when they're closer to the point of purchase or when they're using voice search. They may drive less traffic, but they often have higher conversion rates due to their specificity.
2. **Applying the Shades:** To find long-tail keywords, think about the more specific queries a potential customer might have. Use your keyword tools to refine and verify these long-tail keywords.

## 5.4.3. The Right Mix: Never Force Keywords Into Your Content



When creating a painting, you wouldn't force colours that don't belong - it would throw off the entire piece. Similarly, when crafting content, forced or unnatural keywords can disrupt the flow and disengage the reader.

1. **Harmonising the Hues:** Ensure that your chosen keywords fit naturally and unobtrusively into your content. A good rule of thumb is to aim for a keyword density of around 1-2%.
2. **Perfecting the Painting:** Place your keywords in key parts of your content, such as the title, headers, first paragraph, meta description, and image alt text.
3. **Avoiding Over-Saturation:** Excessive repetition of keywords, also known as keyword stuffing, can make content read unnaturally, create a poor user experience, and possibly lead to search engine penalties.

By applying the right mix of keywords, your content will not only be found but will also truly connect with your audience - just as a masterpiece captivates its viewers.

## 5.5. Bold Strokes: Crafting Compelling Headlines and Intros

Crafting compelling headlines and introductions is akin to an artist using bold, sweeping strokes to captivate their audience from the very first glance. This section of your content is the viewer's first interaction with your masterpiece, and it sets the tone for the rest of the painting. So, let's grab our brushes and start creating!



### 5.5.1. The Impact: Crafting Headlines that Hook

A painting's most striking elements draw the viewer in, and your headline should do the same. Your headline is a promise to your readers, so it needs to be engaging, accurate, and give a glimpse of the value they'll find within.

1. **Bold and Beautiful:** Keep it concise but powerful. Each word must count and contribute to the intrigue and promise of your content.
2. **Colours of Curiosity:** Utilise power words or emotional words that invoke curiosity but avoid clickbait. You must always deliver on your headline's promise.
3. **Stroke of Brilliance:** Consider using numbers or data in your headlines. Studies have shown they can increase click-through rates.

### 5.5.2. Laying the Groundwork: Engaging Introductions

The introduction is where the viewer decides whether to dive deeper into your painting or move on. It's where you lay the groundwork for your masterpiece.

1. **First Impressions:** Make sure your introduction is engaging. Start with a powerful statement, a fascinating fact, or a thought-provoking question to grip your audience.

2. **The Foundation:** Clearly communicate what the reader will gain from your content. Highlight the problem you're going to solve or the value you're going to provide.

### 5.5.3. The Details: Call to Actions that Convert

Just as a painting guides a viewer's eyes, your content should guide your readers towards a desired action. This is where the Call to Action (CTA) comes in.

1. **Guided Gestures:** Every piece of content should have a purpose, and your CTA is how you make that purpose clear to your audience. Be it downloading an eBook, signing up for a newsletter, or buying a product, make it clear, concise, and compelling.
2. **Detailing the Desire:** Personalise the CTA to resonate with your audience. Using first or second person can make the CTA more engaging.
3. **Touch of Temptation:** Create a sense of urgency to spur your readers into immediate action. Limited time offers or exclusive content can act as a powerful motivator.

With these steps in place, your content will be like an expertly painted masterpiece, engaging the viewer from the first bold stroke, captivating them with its intricate details, and leaving a lasting impression.

## 5.6. Layers and Texture: Building Content Depth and Value

Creating content that resonates with your audience is like crafting a magnificent painting. Beyond the initial bold strokes of compelling headlines and intros, the painting requires layers and textures to give it depth and value. So, let's delve deeper into the realm of fine detail, where the most profound connections with your audience are formed.

### 5.6.1. The Details: Incorporating Relevant Facts and Data

In art, finer details breathe life into the broader strokes. In content, it's the well-researched facts and data that add richness and credibility. Here's how to go about it:

1. **Find Your Facts:** Reliable sources are crucial for data credibility. Look for government publications, reputable news sites, academic journals, and industry reports.
2. **Blend it in Beautifully:** Use data to enhance your argument or elucidate a point. It should blend seamlessly into your content, supporting your narrative rather than overwhelming it.
3. **Cite Your Sources:** Always credit your data sources. It's not only ethical, but it also bolsters your credibility.





## 5.6.2. The Patterns: Using Subheadings and Bullet Points

The use of patterns in a painting can guide a viewer's eye. Similarly, well-structured content guides your reader's journey. Here's how:

1. **Subheading Symmetry:** Break up your content with relevant subheadings to make it easier to scan and digest. Think of it as outlining the different parts of your painting.
2. **Bullet Point Brushes:** When listing points, features, or steps, bullet points or numbered lists can make your content more reader friendly.

## 5.6.3. The Illusion: Creating Flow with Transition Phrases

A great painting flows, effortlessly guiding the viewer from one point to the next. Your content should do the same with the use of transition phrases. Here's how to achieve it:

1. **Transitional Touch:** Use phrases like "on the other hand", "moreover", "as a result", and so forth to smoothly link ideas and paragraphs.
2. **Subtle Shifts:** Be mindful of maintaining a logical progression of ideas. The right transition phrase can ensure your reader follows your thought process without any jarring jumps.

3. **Balance and Flow:** Don't overuse transition phrases; the best content finds a balance between too many and too few.

By applying these finer details to your content creation process, you'll end up with a stunning masterpiece, a tapestry of facts, structure, and seamless transitions that offer real value to your readers. Your content will not just be a flat image, but an immersive experience that leaves your audience hungry for more.

## 5.7. The Finishing Touches: Editing and Proofreading

Even the most skilled artist takes a step back from their canvas, assessing their masterpiece with a critical eye. After pouring your creativity into content creation, it's time to switch gears and polish your work. These 'finishing touches'—editing and proofreading—are crucial for ensuring your content is clear, engaging, and error-free.

### 5.7.1. The Critical Eye: The Importance of Editing

The process of editing is akin to shaping a sculpture from a block of marble. You take your rough draft and refine it, enhancing the strong points and chipping away the weak ones. Here's how to approach it:

1. **Time for a Break:** After writing your content, take a short break. This will refresh your perspective before you dive into editing.



2. **Bigger Picture:** Focus on the overall structure, flow, and clarity of your content. Are your arguments coherent and persuasive? Does your content achieve its purpose?
3. **Finer Details:** Next, consider your sentence structure, word choice, and voice. Are your sentences varied and engaging? Are you using clear, concise language? Does your voice reflect your brand?

## 5.7.2. The Fine Brush: Proofreading Techniques

Proofreading is the fine brushwork that turns a good piece into a masterpiece. It's your final check for grammar, spelling, punctuation, and formatting errors. Here's how to do it effectively:

1. **Slow and Steady:** Read your content slowly, word by word. You might even read it out loud—it's easier to catch mistakes that way.
2. **Change the Scenery:** Try changing the font or text size. This 'trick of the eye' can help you spot errors that you might otherwise miss.
3. **Use Tech Tools:** Make use of spelling and grammar checkers like Grammarly or Hemingway. They can catch errors you may overlook.

## 5.7.3. The Second Opinion: Peer Review and Feedback



Sometimes, even the most discerning eye can miss a flaw. This is where a second pair of eyes comes in. Peer review and feedback can provide valuable insights. Here's how to make the most of it:

1. **Choose Wisely:** Select someone who understands your target audience, message, and brand voice.
2. **Guided Review:** Provide them with specific aspects to focus on. Is the content engaging? Is the message clear? Any confusing parts?
3. **Constructive Criticism:** Be open to criticism. Remember, the goal is to improve your content.

By taking the time for these finishing touches, you ensure your content is not just good, but exceptional. Like an artist unveiling their finished work, you'll present your audience with a polished, captivating piece that reflects your dedication to quality.

## 5.8. A Touch of Varnish: Optimising Content for the Web

Imagine you've crafted a stunning masterpiece. Now, it's time to present it to the world in its best light. This is akin to optimising your content for the web - the 'touch of varnish' that makes it shine online. Here's how to frame your work, illuminate its finest features, and ensure its invitingly accessible.



## 5.8.1. The Frame: Meta Descriptions and Title Tags

Much like the frame of a painting draws attention and sets the tone, meta descriptions and title tags encapsulate your content for both search engines and potential readers.

1. **Catchy Titles:** Create a concise, attractive title that reflects the main topic of your content. Use your main keyword near the beginning of the title tag for an SEO boost.
2. **Magnetic Meta Descriptions:** Write compelling, brief summaries of your content in the meta description tag. Include your main keyword and entice readers with a snapshot of what they'll gain from your content.
3. **Character Counts:** Keep in mind, search engines typically truncate title tags after about 60 characters and meta descriptions after about 160. Brevity and clarity are your friends here!

## 5.8.2. The Light: Image and Video SEO

Lighting brings out the details in art. Similarly, optimising your images and videos illuminates your content, enhancing user engagement and SEO.

1. **File Names Matter:** Start with descriptive file names. Use your keywords where appropriate, but always aim for clarity.



2. **Size It Right:** Large files slow down page loading times. Compress your images and videos without losing quality to maintain a speedy site.
3. **Alt Text and Captions:** Provide alternative text (alt text) for images and transcripts for videos. This aids accessibility and boosts SEO by giving search engines more information to understand your content.

### 5.8.3. The Space: Content Formatting for Readability

Lastly, think of content formatting as the 'space' around your artwork - it should guide the viewer's eye and create an enjoyable viewing experience.

1. **Break It Up:** Long blocks of text can intimidate readers. Use short paragraphs, bullet points, numbered lists, and subheadings to break up the text.
2. **Highlight Key Points:** Use bold, italics, and underlining to emphasise important points and guide your readers through the content.
3. **Whitespace Is Your Friend:** Don't fear empty space! Ample margins and line spacing can make your content more inviting and easier to read.

By adding this final touch of varnish - optimising your content for the web - you're setting your masterpiece up for success. It will catch the eye, draw people in, and provide a user-friendly experience that keeps them engaged from start to finish.

## 5.9. Hanging the Masterpiece: Publishing and Promotion

With your content painted, framed, and varnished, it's now time to hang it up for the world to admire - in other words, to publish and promote. Like an artist presenting their work at a gallery, you want to attract the right audience, generate buzz, and ultimately, sell your masterpiece. Here's how to make your grand debut.

### 5.9.1. The Gallery Opening: Scheduling and Publishing

The grand unveiling of your content to the world should be a planned event, not a spur-of-the-moment decision.

1. **Schedule Smart:** Timing matters. Use analytics to understand when your audience is most active and receptive, then schedule your posts accordingly.
2. **Consistency is Key:** Aim to publish regularly. This not only helps with audience engagement but also signals to search engines that your site is active and current.
3. **All Systems Go:** Before you hit the 'publish' button, double-check everything - from your SEO elements and formatting to any links included in your content.

### 5.9.2. The Critics: Social Media and Email Marketing



Just as critics can influence the success of an art exhibition, your content needs advocates, and channels to reach its audience.

1. **Get Social:** Share your content across your social media platforms, leveraging each platform's unique features and audience.
2. **Personal Touch:** Send out an email to your subscribers announcing your new content. A personal, engaging email can be a powerful tool to drive traffic to your site.
3. **Engage & Interact:** Don't just post and ghost. Stay present and engage with your audience through comments, likes, and shares to build relationships and foster community.

### 5.9.3. The Art Buyers: Paid Advertising Strategies

Finally, think of paid advertising as art buyers - they can help your masterpiece reach a wider, targeted audience.

1. **Boost Your Posts:** Consider paid promotions on social media platforms to reach a wider audience. Boosting your posts can expose your content to individuals who may not otherwise discover it.
2. **Pay-Per-Click (PPC):** Explore PPC advertising. With a good strategy, you can drive more traffic to your site and increase visibility in search results.





3. **Know Your Audience:** For both boosted posts and PPC, use demographic targeting to reach the people most likely to be interested in your content.

The process of publishing and promoting your content is just as important as creating it. By strategically hanging your masterpiece in the virtual gallery of the web, you give it the best chance to be seen, admired, and shared.

## 5.10. The Exhibition Tour: Tracking Success and Adjusting Strategy

Congratulations, your art is on display, the crowd has gathered, and the critics are talking. But is your masterpiece the success you hoped for? And what can you learn for your next creation? This final section of our Content Checklist will guide you on the exhibition tour - that is, tracking your content's performance and tweaking your strategy based on data and feedback.

### 5.10.1. The Admiring Crowd: Understanding Content Analytics

Understanding your audience's reaction to your content is critical. Think of analytics as your way to eavesdrop on the murmuring crowd.

1. **Visitor Behaviour:** Use analytics tools to track how people interact with your content. How long do they stay? Which pages do they visit? Where do they drop off?



2. **Traffic Sources:** Understand where your visitors are coming from. Is it from social media, search engines, or direct visits?
3. **Social Shares & Comments:** Look for signs of engagement such as comments, likes, shares, and retweets. This social proof can provide valuable insights into how your content resonates with your audience.

## 5.10.2. The Sold Sign: Conversion Tracking and ROI

The ultimate sign of success is when your content persuades someone to take action. Track these 'conversions' and calculate your return on investment (ROI).

1. **Set Goals:** What actions do you want visitors to take after reading your content? Sign up for a newsletter? Make a purchase? Define these as your conversion goals.
2. **Track Conversions:** Use tools like Google Analytics to track these actions and understand what content is driving them.
3. **Calculate ROI:** Compare the money and effort you invested in creating and promoting your content with the revenue generated from conversions. This will help you measure the effectiveness of your content strategy.

## 5.10.3. The Next Masterpiece: Learning from Success and Failure

Finally, just as every artist learns from each piece they create, use your data and feedback to continually refine your content strategy.

1. **Analyse Successes:** What worked well? What elements seemed to resonate with your audience? Learn from these successes for your future content.
2. **Don't Fear Failure:** Not every piece of content will be a hit, and that's okay. Learn as much from your less successful content as from your hits.
3. **Keep Testing:** Never stop experimenting. Try new approaches, formats, or topics. Your audience and the digital landscape are constantly evolving, and so should your content strategy.

Understanding your content's performance is not a one-time activity. It's a continuous process of learning, adapting, and improving - ensuring that your next masterpiece is even more engaging and successful than the last.

# Conclusion: Content Checklist

Well, isn't this a sight to behold? You've journeyed with us through the fascinating world of content creation, from drafting the first brushstrokes of your keyword research to the final glaze of optimisation for the web. In your hands, the 'Content Checklist' was not a dry set of tasks, but a palette of vibrant, exciting opportunities to mould your voice, message, and online identity.



You've artfully crafted the essence of your brand, weaving a rich tapestry of ideas, information, and inspiration that resonates with your audience and, importantly, appeases the discerning taste of search engine algorithms. Your content is no longer just words on a page; it's a masterpiece of thought leadership, creativity, and relevance.

With each point on this checklist, you've not just painted a picture; you've built a narrative. Your headlines now snap like a flag in the breeze, catching the eye and sparking curiosity. Your content depth and value add texture and layers, inviting readers to linger and explore. Your persuasive call-to-actions are the bold, definitive strokes that invite engagement and response.

But a true artist knows their work is never finished. As your brand evolves and your audience grows, so too will your content. Keep your tools at the ready and this checklist close to hand, for it's not just a guide; it's your companion in your ongoing journey of communication, connection, and creativity.

Take a step back, admire the vibrant vista you've created with your content, and pat yourself on the back. You've breathed life into your online presence, making it a dynamic, engaging space. But remember, the creative process never truly ends. Stay curious, stay innovative, and most importantly, keep painting. As we put down our brushes on this 'Content Checklist', we're excited to see what amazing masterpieces you'll create next in your online artistry. Onwards, intrepid creator, to even greater creative adventures!

# 6. Link Building Checklist

Ahoy there, online explorers! Welcome to the 'Link Building Checklist' – your dependable compass and map in the expansive sea of the world wide web. If you're sitting there scratching your head and wondering, "What's all this talk about link building, anyway?" then imagine this: the internet is a vast ocean, with countless islands (websites) scattered across its surface. Now, how would you navigate these waters, steer visitors to your island, and make connections with other islands around?

This is where link building comes into play. It's a bit like building bridges or setting up signposts, pointing the way to your island and boosting its visibility and accessibility in this oceanic expanse. When executed well, it can significantly amplify your online presence and your site's standing in the eyes of the mighty search engine gods.

Our 'Link Building Checklist' is your trusty navigational aid on this journey, designed to guide you through the many aspects of forging these invaluable digital connections. From setting sail with clear goals and understanding different link building strategies, to navigating the high seas of outreach and negotiation, we will be your steadfast crew.

So hoist your sails, steady your compass, and ready your crew! Prepare for a thrilling voyage through the uncharted waters of link building, where adventure, discovery, and the promise of online visibility await. Let the journey begin!

## 6.1. Setting Sail: Understanding the Importance of Link Building



Ahoy there! Are you ready to set sail on the open sea of the internet and explore the grand importance of link building? Links are the compass and map that guide users through the vast expanse of the web, from one website to another, and they're an integral part of any successful SEO voyage. Prepare to hoist the anchor and begin your link building journey as we delve into the 'whys' and 'how's' of this essential SEO strategy.

### 6.1.1. Why Link Building is Important

1. **The Wind in Your Sails - Increased Visibility:** Links are like trade routes between ports in the old seafaring days. The more routes you have coming to your website (incoming links), the more visible and accessible your 'port' becomes. This increased visibility can lead to more traffic and a higher profile on the sea of the web.
2. **Charting the Course - Search Engine Ranking:** Search engines like Google view links as a sign of trust and endorsement. The more quality links that point to your site, the more credible your site appears to the search engines. This credibility, in turn, influences your website's ranking on the search engine results pages (SERPs).
3. **The Compass Rose - Navigation and User Experience:** Links help users navigate the web, guiding them from page to page, from topic to topic. A well-placed link can provide additional information, help a user make a purchase, or point them in the direction of related content. This enhances the user experience, turning one-time visitors into loyal crew members of your site.



## 6.1.2. How to Begin Link Building

1. **The Shipwright's Plan - Develop a Strategy:** Before you can build a ship, you need a blueprint. The same goes for link building. Understand your website's strengths, identify potential link partners, and make a plan to engage with them.
2. **Master of the Tides - Create Quality Content:** To attract other ships to your port, you need to offer something valuable. Create high-quality content that other websites will want to link to. This could be a well-researched article, an engaging video, or an enlightening infographic.
3. **The Harbour Master - Reach Out:** Like a harbour master, you need to extend invitations and build relationships. Reach out to other relevant websites, bloggers, or businesses in your industry. Offer to share their content in return for them sharing yours.

Ready to set sail and navigate the link building ocean? With this understanding of the importance of link building, you're well on your way to a successful voyage in the world of SEO. Next up, we'll dive deeper into the detailed strategies and tactics that will help you make waves with your link building. Stay the course, captain!

## 6.2. Mapping Your Route: Identifying Your Link Building Goals

Venture with me, if you will, upon a quest of grand proportions. Our mission? Charting a route through the vast and sometimes tempestuous seas of link building. You see, a



ship adrift is seldom effective, which is why our initial port of call is setting our link building goals.

### **6.2.1. The Trade Routes: Driving More Traffic**

Our first objective is akin to the quest for new trade routes of old: the pursuit of more traffic to your website. A well-placed backlink is a signpost, an invitation to voyage from one site to yours, thus increasing your visitor numbers.

1. Start by identifying potential high-traffic sites that complement your own.
2. Plot a course for outreach, crafting a plan on how best to approach these sites for possible link-building opportunities.

### **6.2.2. The Gilded Compass: Boosting Your Domain Authority**

Next on our journey, we seek the gilded compass of increased domain authority (DA). This valuable instrument informs search engines that your website is a destination of repute, enhancing your visibility in search results.

1. Use online tools to measure your current DA, this will be our starting point.
2. Set a realistic goal to incrementally raise your DA over time, using quality link building as your means.



### **6.2.3. The Treasure Map: Ascending Keyword Rankings**

Our quest wouldn't be complete without the thrill of a treasure hunt. In our case, the treasure we seek is improved rankings for key search terms, elevating your website's visibility when these terms are sought by would-be visitors.

1. Identify keywords critical to your website and assess your current ranking for each.
2. Approach link building with these keywords in mind, targeting sites where these terms naturally fit.

### **6.2.3. The Uncharted Lands: Enhancing Brand Awareness**

Just as explorers of old sought to discover and chart new lands, so too should we endeavour to expand our reach. By forging new connections via link building, we place our brand flag on fresh digital soil, introducing more potential visitors to our online presence.

1. Recognise influential voices within your industry, along with popular blogs, forums and other places your target audience congregates.



2. Forge a strategy to engage with these digital locations, extending your brand's reach and influence.

And thus, our route is set. But remember, the seas of link building can be unpredictable and ever-changing. Regularly consult your charts, adjusting your course where needed to stay on track to your destination. In our next chapter, we assemble our stalwart crew for the journey. Until then, keep your eyes on the horizon!

## **6.3. Collecting Your Compass & Tools: Essential Link Building Strategies**

As we embark upon our voyage across the boundless seas of link building, every worthy explorer needs a well-stocked cache of navigational aids and tools. In our case, these instruments come in the form of proven link-building strategies. Each approach has its own strengths and challenges, but when employed together, they form a sturdy vessel capable of navigating any link building waters.

### **6.3.1. The Timeless Art of Guest Blogging**

Imagine, if you will, that each website is a unique island, some grand and bustling, others tranquil and lesser known. Guest blogging is like becoming a respected envoy, sharing your knowledge and experience with the inhabitants of these other islands, all while raising awareness of your own homeland.

1. Identify websites in your industry or niche that accept guest posts.



2. Consider what unique insights you can offer their readership, and craft your proposals accordingly.
3. Include well-placed, contextually relevant backlinks to your site within your guest posts.

### **6.3.2. The Untamed Wilderness of Social Media Shares**

Now, think of social media as a lively, bustling marketplace in a central port town. Information flows freely, tales of intriguing islands (websites) are exchanged, and the most exciting stories are shared far and wide. Generating backlinks through social media shares is akin to engaging in these enlightening exchanges.

1. Make your content easily shareable on social media, ensuring your website includes share buttons for major platforms.
2. Engage with your audience and encourage them to share your content.
3. Share links to your content directly on your social media profiles, sparking interest and potential shares.

### **6.3.3. The Trade Routes of Content Syndication**



Finally, content syndication is like establishing profitable trade routes. You permit other islands (websites) to reproduce your valuable goods (content), with an agreement that they credit your homeland (your website) as the original source.

1. Research popular sites within your niche that might be interested in syndicating your content.
2. Reach out with a proposition, ensuring they understand the need to link back to your original content.
3. Keep a careful eye on the process, making sure that each syndicated piece carries a suitable backlink.

Equipped with these tools and compass points, we're now ready to set sail. Ahead lie new connections to make, more visitors to attract, and a growing reputation to maintain. Remember, just like any worthy voyage, link building is a journey, not a destination. Onward, explorer, your link-building expedition has only just begun!

## 6.4. Into the Wild: Identifying Quality Link Sources

Navigating the expansive sea of potential link sources can seem as challenging as charting a course through the mysterious and unpredictable wild. Yet fear not, intrepid adventurer, for just as every explorer learns to distinguish fertile lands from barren deserts, so too can you learn to identify the most bountiful sources of quality links.



## 6.4.1. Deciphering the Code: DA, PA and Link Relevance

These cryptic acronyms are, in reality, the trusty navigational stars of our link-building voyage. DA, or Domain Authority, and PA, Page Authority, indicate the perceived value of a site or page, while link relevance reflects how closely related a site's content is to your own.

1. Use SEO tools like Moz or Ahrefs to assess the DA and PA of potential link sources.
2. Prioritise those with higher values, as they may bestow greater credibility upon your own site.
3. Keep your eyes on the horizon for link relevance, ensuring that potential sources are closely aligned with your own content.

## 6.4.2. Hidden Gems: Unconventional Link Building Sources

Treasure is often found in the least expected places, and this holds true in our quest for link building too. Forums, industry directories, and comment sections may not appear as grand as other islands (websites), but they hold the potential to generate valuable backlinks.

1. Discover industry-specific directories and submit your website.

2. Join forums relevant to your field, contribute meaningful discussions and, where appropriate, share links to your content.
3. Engage in the comment sections of blogs and articles within your niche, providing insightful thoughts and, when suitable, a link back to your own work.

### **6.4.3. Beware the Mirage: Avoiding Bad Links**

Not all that glitters is gold. Just as a weary explorer might be fooled by a desert mirage, so too might we be tricked into chasing after poor-quality or detrimental backlinks.

1. Avoid sites known for spammy, low-quality content. Such places may tarnish your reputation rather than boost it.
2. Be wary of sites that offer paid links, as these can lead to penalties from search engines.
3. Use SEO tools to regularly check your backlinks, disavowing any unwanted or harmful ones.

In this journey into the wild, remember that quality outweighs quantity. It's better to have fewer backlinks from reputable, relevant sources than a multitude of links from disreputable or irrelevant ones. So, hoist your sails and set your compass towards the horizons of high-quality link sources!

## 6.5. The Art of Negotiation: Effective Outreach Strategies

If link building is a journey, then outreach strategies are your trusty ship - vital for navigating the vast seas of the internet. Becoming a master in the art of outreach, much like a seasoned sea captain, requires a blend of strategy, skill and a dash of charm. Let's unfurl the sails and venture into this crucial part of our voyage.

### 6.5.1. Crafting Your Pitch: The Art of Email Outreach

Much like a seafarer's message in a bottle, your outreach emails should be succinct, compelling, and earnest, casting out into the vast internet ocean in hopes of capturing the right attention.

1. **Personalise each email:** Generic messages can seem insincere and are likely to be ignored.
2. **Be clear and concise:** State your purpose early in the email and respect the recipient's time.
3. **Provide value:** Explain why linking to your content will benefit the recipient or their audience.



## 6.5.2. Social Savvy: Making Connections on Social Platforms

Social platforms are bustling marketplaces of the digital age. It's not just about shouting out your messages, but about listening, responding, and building relationships.

1. Engage with your potential link sources on social media. Like, comment, and share their posts to get noticed.
2. Send personalised messages through the platform to establish a connection.
3. When appropriate, suggest how a link exchange could be mutually beneficial.

## 6.5.3. The Persuasion Game: Turning No into Yes

In this great sea of negotiation, you'll sometimes face stormy weather and unwelcoming responses. Yet a skilled negotiator knows how to steer the ship towards calmer waters and turn a 'No' into a 'Yes'.

1. Accept rejection gracefully but ask for feedback to understand the reason for the refusal.
2. Use this insight to improve your pitch, adding more value or changing your approach.



3. Try again later. The digital landscape shifts rapidly, and what was once a 'No' could become a 'Yes' in different circumstances.

With these effective outreach strategies, your link-building ship is sure to ride the currents towards success. So, my trusty explorer, hoist your negotiation skills high like a flag, and sail confidently into the uncharted waters of the digital sea!

## 6.6. Building Your Crew: Collaborations & Partnerships

Much like a voyage at sea, your journey in link building is never a solitary endeavour. It requires collaboration, partnerships, and a well-knit crew to navigate the vast digital ocean. Join me, then, as we venture into the bustling harbour, where we'll recruit the best allies for our quest.

### 6.6.1. Uniting Flags: Co-marketing Strategies

Co-marketing is the grand alliance of the digital world, a pact between two businesses to work together for mutual gain. It's a handshake across the deck, a merging of forces, a union of flags that amplifies both your voices.

1. Identify businesses or blogs that complement but don't compete with your own.
2. Propose a co-marketing project, like a joint webinar, eBook, or blog post.



3. Promote this project together, each linking to the other, doubling your audience and boosting your search engine rankings.

## 6.6.2. The Power of Testimonials: Leveraging Reviews for Links

Testimonials are like the sea shanties of the digital world - a hearty chorus of voices singing your praises. And they're not just good for your reputation. Crafted right, they're a powerful tool for link building.

1. Leave a review or testimonial for a product, service, or tool that you've found useful.
2. Always mention your own business and, if possible, provide a link to your website.
3. Request the business to publish your review on their website, securing another precious backlink.

## 6.6.3. Influencer Alliances: Harnessing the Power of Social Influence

Influencers are the famed sea captains of the social media world, their words steering the tides of public opinion. By forming alliances with them, you can gain access to their vast following, and secure valuable links.



1. Identify influencers relevant to your niche, with a loyal and engaged following.
2. Approach them with a mutually beneficial proposal - perhaps they review your product, or you guest post on their blog.
3. When your collaboration goes live, you gain exposure to their audience, and - most importantly - a valuable link back to your site.

With a crew like this on board, your ship is all set to sail to the heights of link building success! So, raise the anchor and chart a course for the horizon, for with collaborations and partnerships, the world is yours to conquer.

## **6.7. Nurturing Relationships: The Long-term Strategy**

Just as a skilled sailor knows the importance of maintaining a well-oiled ship, so too must we keep our alliances shipshape for the long haul. Let's then dive deeper into the art of nurturing these relationships, transforming them into enduring partnerships for continuous link-building success.

### **6.7.1. The Gift of Giving: Reciprocal Link Building**

In the spirit of a maritime barter, reciprocal link building is the practice of exchanging links, a gift-for-a-gift strategy that keeps the relationship equal and mutually beneficial.



Remember though, the true gift here is not just the link itself, but the meaningful connection it represents.

1. Identify partners whose content complements your own and propose a link exchange.
2. Write content that naturally allows for a link to your partner, and vice versa.
3. Maintain this practice in a balanced manner, ensuring both parties continue to reap benefits.

## 6.7.2. Regular Check-ins: The Importance of Follow-ups

Much like a ship's log, regular follow-ups are essential in keeping your partnership journey on track. They're a way to keep the communication channels open, and let your partners know you're invested in the long voyage ahead.

1. After a successful link exchange or project, reach out to your partner to express your appreciation.
2. Keep them informed about the impact of the partnership, like traffic or sales increase.



3. Propose further collaborations or projects, showing them, you're interested in an ongoing partnership.

### **6.7.3. Celebrating Successes: Sharing Wins Together**

Celebrate victories like a ship's crew at the sight of land. After all, the wins you secure through link building are the result of teamwork and sharing them can strengthen your bond with partners.

1. Track the performance of your linked content regularly.
2. Share significant achievements, like ranking improvements or traffic increases, with your partners.
3. Celebrate these successes together and use them as motivation for further link-building adventures.

Nurturing relationships in link building is like keeping a loyal crew together for a long voyage. It takes effort, mutual respect, and the spirit of camaraderie. But with these steps in place, you're set to forge partnerships that stand the test of time, anchoring your success in the vast digital ocean of SEO.

## 6.8. Navigating the Storm: Dealing with Link Losses and Penalties

Just as the sea can be treacherous, so too can the world of link building, with sudden squalls of link losses and penalties threatening to capsize our efforts. Yet, even in the face of such adversities, a skilled navigator can chart a safe course. So, let's set our compass and steer through these stormy waters.

### 6.8.1. When a Link Goes Overboard: Managing Link Loss

Links, like sturdy ropes, can sometimes fray and snap. It might be that a website has gone offline, or the page you were linked from was removed. The loss might momentarily make you feel as if you've lost a hand on deck, but fear not.

1. Regularly audit your backlinks using a tool like Ahrefs or SEMrush. This will help you spot any links that have fallen overboard.
2. Reach out to the webmasters of sites where the link was lost. It may be a simple oversight which can be quickly fixed.
3. If restoration isn't possible, seek out new link opportunities to replace the lost ones. Diversifying your link sources can prevent the impact of future losses.



## 6.8.2. Rough Waters: Understanding Google Penalties and How to Recover

There are times when our tactics might inadvertently go against the currents of Google's guidelines, leading to penalties that can severely affect our website's visibility. It's like sailing into a storm; the ride gets rough, and your visibility drops. But remember, the calm always follows the storm.

1. Regularly review Google's Webmaster Guidelines to ensure your tactics are compliant.
2. Use Google Search Console to check for any manual actions against your site. This can alert you to potential penalties.
3. If you've been hit with a penalty, identify the reason, and rectify it. You might have to remove bad links or improve your content.
4. After fixing the issues, submit a reconsideration request through Google Search Console. Be transparent and detailed about the steps you've taken to resolve the problem.

Navigating the storm is part and parcel of the link-building voyage. Remember, even the best sailors face tumultuous waves, but with preparedness and a little determination, you'll continue your journey to the shores of SEO success. Smooth seas never made a skilled sailor, after all.

## 6.9. Charting Your Course: Tracking and Analysing Link Building Success

In our link-building expedition, we're not aimlessly sailing the high seas, but strategically charting a course towards our SEO paradise. As we navigate, it's vital we use our compass and sextant, our metrics and tracking tools, to assess our journey and ensure we're on the right track. The seas of the internet are always changing, and we must be prepared to adapt our route based on the data we gather. Let's hoist the mainsail and dive into the details.

### 6.9.1. Land in Sight: Metrics to Gauge Link Building Success

Our journey can be long and arduous, and it's important to recognise when we've sighted land - when our efforts are bearing fruit. There are certain key metrics or 'landmarks' that signal success in our voyage.

1. Keep an eye out for an increase in referral traffic. If more people are coming to your site via your built links, you're on the right track.
2. Note any improvement in your website's search rankings. A rise in rank is a sure sign of successful link building.
3. Monitor your domain authority (DA). A higher DA suggests other sites see you as a credible source, a key aim of link building.





## 6.9.2. Keeping a Steady Course: Tools for Tracking Your Links

Navigating the open seas requires the right tools. The world of link building is no different, and there are a host of online tools to help you stay on course and monitor the effectiveness of your links.

1. Use tools like Google Analytics to monitor referral traffic from your links.
2. Consider using a dedicated link tracking tool like SEMrush or Ahrefs. They offer comprehensive insights into your link profile.
3. Google Search Console can provide useful data on your website's performance, helping you assess your link building efforts.

## 6.9.3. Adapting Your Route: Adjusting Your Strategy Based on Data

Just as a seasoned captain adjusts his route based on changing weather conditions and sea currents, a successful link builder must adapt their strategy according to the data gathered.

1. Regularly review the data from your tracking tools and analytics. Look for trends, successes, and areas of improvement.



2. Adjust your link building strategy based on this data. If a certain type of content is attracting more links, create more of it. If a certain outreach strategy isn't working, rework or replace it.
3. Remember, SEO is a long game. Don't be disheartened if results aren't immediate. Stay patient, stay persistent and keep adjusting your course.

Charting your course is a crucial part of your link-building voyage. Using the right tools to track your links, regularly reviewing your key metrics, and being prepared to adjust your course, will ensure you're always sailing towards success. Safe travels, fellow link-building mariners!

## 6.10. The Never-Ending Voyage: Continuous Learning in Link Building

Just like the famed explorers of old, our link building adventure is a never-ending voyage of discovery. The seas of SEO are constantly shifting, with new islands of knowledge emerging from the depths and old methods sinking beneath the waves. To navigate these waters successfully, we must always be learning, studying the legends of our field, and sharing our wisdom with fellow voyagers. So, hoist the anchor and let's explore the horizon.

### 6.10.1. Exploring New Shores: Keeping Up with Link Building Trends



The world of link building is as ever-changing as the sea. Staying abreast of the latest trends and developments is like keeping a keen eye on the horizon - you'll be the first to spot new opportunities and avoid any potential pitfalls.

1. Regularly peruse SEO and digital marketing blogs for the latest news and insights. Websites like Moz, Search Engine Journal, and Ahrefs often feature deep dives into the latest trends.
2. Attend webinars, workshops, and industry conferences. These can be treasure troves of fresh ideas and strategies.
3. Follow influential SEO professionals on social media. Their insights can help you predict and prepare for future changes in link building.

## **6.10.2. Learning from the Legends: Link Building Case Studies**

Just as sailors share tales of their daring exploits, so do SEO professionals share case studies of their link building campaigns. These are invaluable resources, offering concrete examples of what works and what doesn't in the realm of link building.

1. Regularly read link building case studies. Look for those most relevant to your industry or business size.
2. Reflect on the strategies used in these case studies. What can you learn from their successes and mistakes?



3. Don't just passively read - engage with these case studies. Ask questions, share your thoughts, and discuss them with your team.

### **6.10.3. Passing on Your Knowledge: Sharing Successes with the Community**

A good sailor never keeps a discovered treasure to himself but shares it with his crew. Similarly, when you achieve link building success, it's important to share your insights and learnings with the wider SEO community.

1. If you've implemented a successful link building campaign, consider writing a case study about it. Share the tactics you used, the challenges you faced, and how you overcame them.
2. Participate in SEO forums and social media groups. Share your successes, but also your failures - they can be just as informative.
3. Consider giving talks or presentations at industry events. It's a great way to share your knowledge and establish yourself as a thought leader.

In the vast ocean of link building, we're all on the same voyage - a never-ending journey of learning and discovery. By staying up to date with trends, learning from the legends, and sharing our own knowledge, we ensure that we all reach our destination: a successful, impactful link building strategy. Onwards, fellow explorers!

# Conclusion: Link Building Checklist

We've navigated the high seas of link building together, charting a course through the vast, uncharted waters of the World Wide Web. From setting sail with understanding the importance of link building, to celebrating the victories and learning from the challenges, our journey has been a voyage of discovery and growth. This isn't just about connecting points on a map, it's about forming relationships, building bridges, and establishing your brand as a beacon of relevance and quality in the digital world.

You've identified your link building goals like a seasoned captain plotting their course, developed strategies as intricate and effective as any compass or sextant, and discovered the value of link sources as precious as any hidden treasure. The web is your ocean, and you've learned to ride its currents, avoid its storms, and reach its farthest shores.

Through effective outreach, you've learned to trade in the currency of persuasion, turning 'no' into 'yes' and creating alliances that would make even the most hardened pirate envious. You've seen the importance of nurturing relationships, just as one tends to the sails and rigging of a ship, and how your efforts can lead to stronger bonds and better results.

But as any good sailor knows, the sea is ever-changing. What works today may not work tomorrow, and what seems like a setback may be an opportunity in disguise. Your commitment to continuous learning is your guiding star, keeping you on course and lighting your way forward.



As we bring our voyage to an end, remember that link building is not a sprint, but a marathon. It's a long-term commitment that, when done properly, can yield incredible results. Like any epic journey, there will be ups and downs, but each step is an opportunity to learn, grow, and improve.

You've taken the helm, navigated the vast waters of link building, and are now ready to set sail on your own. Keep your charts close, trust your instincts, and never stop exploring. With this Link Building Checklist, you're ready to brave the seas of the web, chart your own course, and discover the endless possibilities that await. Safe travels, brave navigator! Your adventure has just begun.

# The Wix SEO Checklist

## Conclusion: The Final Brushstrokes on Your Masterpiece

The final brush strokes have been applied, the varnish is drying, and the gallery is buzzing with anticipation. Our journey through the artistry of SEO on Wix, from understanding the blank canvas to hanging the finished masterpiece, has reached its conclusion. But, as with all great artists, we understand that the process is never truly finished. Each piece we create inspires us to push the boundaries even further.



This guide, this Complete Wix SEO Checklist, has been your art tutor, guiding your hand as you've added layer upon layer to your masterpiece. We've journeyed through the delicate details of understanding SEO, the brush strokes of content creation, the textures of link building, and the vibrant colours of technical SEO.

But, like the sea that continually shapes the shoreline, SEO is an ever-evolving field. The methods and techniques that work today may be outdated tomorrow, replaced by new trends and changes in the algorithms. The true artist doesn't merely paint what they see; they interpret it, mould it to their vision, adapt to new tools and methods.

Stay inquisitive, continue to learn, and embrace the changes as they come. Your SEO strategy is your masterpiece, and you are its master. Regularly revisit your creation, adding new strokes as needed, refining the details, adjusting the hues. Use this checklist as your map, a guide to keep you on the path to success.

And remember, while the journey may seem overwhelming at times, every great masterpiece started with a single brush stroke. It's the passion, the dedication, and the willingness to learn that transforms the blank canvas into a work of art.

So, here's to you, the artist of SEO, the sculptor of digital content. May your journey be filled with exciting discoveries, your canvas filled with captivating content, and your gallery bustling with engaged visitors. The world is waiting to admire your masterpiece. Let's show them what you're capable of.