SEO Checklist

Selecting Your Keywords
Niche to get rich

☐ List your 3 long tail keywords that describe your target neighborhood:

_____, _____, _____

☐ Choose a keyword that represents your local area you service: _____

Getting Relevance
Letting Google know you're serious about what you do.

☐ Create a Google account. Go to www.google.com create a new Google account.

Branding your Web Presence
Breaking Away from the Herd

☐ Go to **1.1 Edit Domain Info** in the Agent Website Administration

- Buy your domain name. Click the **Purchase** *from kwdomainstore.com* to access the **kw domain store.**
- Configure your **CNAME.** Click the **How to configure your domain name** to redirect your CNAME.
- Add your new domain name to the Agent Website Administration Tool.

☐ Register your website with Google. Go to the **Google Webmaster Tools** http://www.google.com/webmasters. (You will need to be logged into your Google account to access these tools.)

> *Go here for more information on Google Webmaster tools: http://images.kw.com/atj/static/core_images/Webmaster-how-to.pdf.*

☐ Register your sitemap with Google. Go to the **Google Webmaster Tools**: https://www.google.com/webmasters

Leveraging Your Keywords
Enter your keywords in targeted areas on your website.

☐ Go to **2.4 Edit Site Info.** in the **Agent Website Administration Tool** and enter your keywords in the following site info fields:
- Page title
- Meta description
- Meta keywords

☐ Go to **1.5 Create Your Homepage Message** in the Agent Website Administration Tool and enter your keywords strategically. (www.cecilprovost.com and www.charlottehousehunter.com)

Enhancing Your Relevance
Strategically position your ranking on search engines.

☐ Go to **3.7 Add/Edit Page** in the Agent Website Administration Tool and create a new page for your custom IDX.

☐ Go to **3.10 eAgentC Blog and RSS Feeds** in the Agent Website Administration Tool and create your blog. Include your keywords and add a link to your website.

☐ Publish a new blog post.

SEO Checklist

SEO Tracking and Reporting Tools

- **Website Grader:** http://Website.grader.com
- **Google Website Optimizer:** www.google.com/websiteoptimizer
- **Google Analytics:** www.google.com/analytics
- **Compete:** www.compete.com
- **Mint:** www.haveamint.com
- **SEO for Firefox:** http://tools.seobook.com/firefox/seo-for-firefox.html
- **SEMRush:** www.semrush.com
- **Sharethis:** www.sharethis.com

Keyword Search Tools

- **AOL Hot Searches:** http://hotsearches.aol.com/
- **ASK IQ:** http://about.ask.com/en/docs/iq/iq.shtml
- **Dogpile Search Spy:** http://www.dogpile.com/dogpile/ws/searchspy/qcat=Web/_iceUrlFlag=11?_IceUrl=true
- **Google Trends:** http://www.google.com/trends
- **Google Zeitgeist:** http://www.google.com/intl/en/press/zeitgeist/index.html
- **Lycos 50:** http://www.lycos.com/
- **Live Search xRank:** http://search.live.com/xrank/
- **Yahoo Buzz Index:** http://buzz.yahoo.com/