

Wednesday

1. Competitor Research

a. Five Metrics

- i. Moz Rank <https://moz.com/researchtools/ose/>
- ii. Backlinks <http://www.openlinkprofiler.org/>
- iii. Indexed pages *Google Search: Site:SiteName.com*
- iv. Social Media
- v. Citations *Google Search: "Competitor's Name" "Keyword" -site:sitename.com*

2. Onsite optimization - Yoast

- a. <https://johnbolyard.com/big-seo-for-small-business/>
- b. <https://johnbolyard.com/5-dead-simple-seo-hacks-kickstart-seo/>

3. Keyword Research

4. Backlink Research

- a. <http://www.openlinkprofiler.org/>

5. Website Outline in Excel (or Google Docs)

6. How XML Sitemaps help with SEO

- a. <https://www.xml-sitemaps.com/>

7. Google Analytics and Google Search Console