

Worksheet: Optimize Your SEO

Keyword research

1. Brainstorm 15-20 keywords that you want to rank highly for. (Read this article if you're new to keyword research: moz.com/beginners-guide-to-seo/keyword-research)
2. Run a search on a few of your top keywords. What competitor websites come up in the first few pages?
3. Run those companies' URLs through a link research tool, like Open Site Explorer (moz.com/researchtools/ose), and jot down the top influencing websites that are linking to your competitor's site.