

Level	Area/Stage	Status	Resource Name	Type	Author / Website
1. Learn SEO Basics	Introduction to SEO	<input type="checkbox"/>	How Google Search Works	Guide	Google
		<input type="checkbox"/>	Search Engine Optimization (SEO) Starter Guide	Guide	Google
		<input type="checkbox"/>	Overview of (Google's) guidelines	Guide	Google
		<input type="checkbox"/>	The Beginner's Guide to SEO	Guide	Moz
		<input type="checkbox"/>	SEO Basics: Beginner's Guide to SEO Success	Guide	Ahrefs
		<input type="checkbox"/>	The Beginner's Guide to SEO	Guide	ContentKing
		<input type="checkbox"/>	The Complete SEO Guide for Beginners	Guide	Mangools
		<input type="checkbox"/>	Learn SEO in 2021: The Beginner's Guide to SEO	Guide	SEMrush
		<input type="checkbox"/>	SEO Fundamentals Course with Greg Gifford	Course	Greg Gifford / SEMrush
	Keyword Research	<input type="checkbox"/>	The SEO Keyword Research Master Guide	Guide	Moz
		<input type="checkbox"/>	How to Do Keyword Research for SEO	Guide	Tim Soulo / Ahrefs
		<input type="checkbox"/>	The 2021 Keyword Research Guide for SEO	Guide	Rob Woods / SEMrush
		<input type="checkbox"/>	How to Do Keyword Research for SEO: A Step-by-Step Guide	Guide	Mark Traphagen / Search Engine Journal
		<input type="checkbox"/>	Keyword research for SEO	Guide	Mangools
		<input type="checkbox"/>	Keyword Research: The Definitive Guide (2021)	Guide	Backlinko
		<input type="checkbox"/>	How To Do Keyword Research in 2020	Guide	Nick Eubanks
		<input type="checkbox"/>	Keyword Research Course with Greg Gifford	Course	Greg Gifford / SEMrush
	Competition Analysis	<input type="checkbox"/>	The Guide to SEO Competitor Analysis	Guide	Moz
		<input type="checkbox"/>	How to Do an SEO Competitive Analysis	Guide	Jennifer Slegg / SEMrush
		<input type="checkbox"/>	How to Do an SEO Competitor Analysis [Template Included]	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	Your Essential Guide to Crushing Competition [w/ Template]	Guide	Sam Underwood / Advanced Web Ranking
		<input type="checkbox"/>	The SEO Competitive Analysis Tools & Tips 100+ Marketers Rely On Most	Guide	Elise Dopson / Databox
	Content Optimization	<input type="checkbox"/>	The Complete Guide to Content Optimization In 2019	Guide	Frase
		<input type="checkbox"/>	How to Create Perfectly Optimized Content: 16 Essential Elements	Guide	James Brockbank / Search Engine Journal
		<input type="checkbox"/>	SEO Copywriting: The Definitive Guide	Guide	Backlinko
		<input type="checkbox"/>	SEO Copywriting Guide: A Smarter Approach To Ordering Content	Guide	Maria Kalyadina / SEMrush
		<input type="checkbox"/>	Role of Content Course with Eric Enge	Course	Eric Enge / SEMrush
		<input type="checkbox"/>	Content Marketing Fundamentals Course with Ashley Segura	Course	Ashley Segura / SEMrush
		<input type="checkbox"/>	Strategical Content Optimization in an SEO Process	Video	Crawling Mondays
		<input type="checkbox"/>	Overview of crawling and indexing topics	Guide	Google
		<input type="checkbox"/>	The Beginner's Guide to Technical SEO	Guide	Patrick Stox / Ahrefs
		<input type="checkbox"/>	What Is Technical SEO? Your Ultimate Guide To Getting Started	Guide	Kevin Indig / SEMrush
<input type="checkbox"/>		Technical SEO Guides Hub	Guide	ContentKing	

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	Technical Optimization	<input type="checkbox"/>	The Ultimate Guide to Technical SEO	Guide	Christina Perricone / Hubspot
		<input type="checkbox"/>	Technical SEO Library	Guide	Deepcrawl
		<input type="checkbox"/>	Technical SEO Audit (165+ Steps And Free Audit Template)	Guide	Olga Zarzeczna
		<input type="checkbox"/>	Technical SEO course with Bastian Grimm	Course	Bastian Grimm / SEMrush
		<input type="checkbox"/>	Large site owner's guide to managing your crawl budget	Guide	Google
	Link Building	<input type="checkbox"/>	The Beginner's Guide to Link Building	Guide	Paddy Moogan / Moz
		<input type="checkbox"/>	The Beginner's Guide to Link Building	Guide	Tim Soulo / Ahrefs
		<input type="checkbox"/>	Link Building for SEO: The Definitive Guide (2021)	Guide	Backlinko
		<input type="checkbox"/>	7 Golden Rules of Link Building for 2021 and beyond	Guide	Christoph Cemper
		<input type="checkbox"/>	60+ link building techniques checklist [2021 update]	Checklist	Mangoools
		<input type="checkbox"/>	The Link Building Book	Guide	Paddy Moogan
		<input type="checkbox"/>	How to Find Sites That Will Want to Link to Your Content	Guide	Gisele Navarro
		<input type="checkbox"/>	Backlink Management Course with Greg Gifford	Course	Greg Gifford / SEMrush
	<input type="checkbox"/>	Link Building & Outreach in an SEO Process: Common Mistakes & Tips for Success	Video	Crawling Mondays	
		Developing an SEO Audit	<input type="checkbox"/>	A 16-Step SEO Audit Process To Boost Your Google Rankings	Guide
<input type="checkbox"/>			The 15-Step SEO Audit Checklist for 2021	Checklist	Backlinko
<input type="checkbox"/>			242 Point SEO Audit Checklist	Checklist	Andy Drinkwater
<input type="checkbox"/>			The Only SEO Checklist You Will Need in 2021: 41 Best Practices	Checklist	James Brockbank / SEMrush
<input type="checkbox"/>			How to Develop Actionable and Impactful SEO Audits	Guide	Aleyda Solis
<input type="checkbox"/>			How to Approach Website SEO Audits	Guide	Geoff Kennedy / Sitebulb
<input type="checkbox"/>			Getting Tech SEO Implemented	Guide	Areej AbuAli
<input type="checkbox"/>			Rethinking Technical SEO Audits	Guide	Andrew Charlton
<input type="checkbox"/>			Let's never talk about SEO audits again	Guide	Tom Cricthlow
Establishing an SEO Strategy		<input type="checkbox"/>	Creating an SEO strategy from scratch	Guide	Kevin Indig
		<input type="checkbox"/>	How to create an Effective SEO Strategy (2021 Guide)	Guide	Jonas Sickler / Terakeet
		<input type="checkbox"/>	How to Create an Effective SEO Strategy	Guide	Erika Varagouli
		<input type="checkbox"/>	How to Set A Winning SEO Strategy: Concepts, Steps, Do's & Dont's and Mistakes to Avoid	Video	Crawling Mondays
Setting SEO Goals		<input type="checkbox"/>	How Do You Set Smart SEO Goals for Your Team/Agency/Project?	Video	Rand Fishkin / Moz
		<input type="checkbox"/>	How to Set SEO Goals for Your Team (That Actually Drive Action)	Guide	Elise Dopson / Databox
	<input type="checkbox"/>	The ROI of SEO – how to predict traffic and revenue	Guide	Kevin Indig	
	<input type="checkbox"/>	How to Set & Achieve Realistic SEO Goals	Guide	Paul Schmidt / Search Engine Journal	

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2. Learn to Execute an SEO Process	Measuring SEO	<input type="checkbox"/>	OKRs for SEO: How to Set SEO Goals That Increase Your Value & Get You Greater Investment	Guide	Kameron Jenkins / Botify	
		<input type="checkbox"/>	SEO analytics: a step-by-step process with tools, examples, and resources	Guide	Branko Kral / Supermetrics	
		<input type="checkbox"/>	Measuring SEO Results	Guide	Backlinko	
		<input type="checkbox"/>	15 Critical SEO Metrics You Need To Track	Guide	Joe Kindness / AgencyAnalytics	
		<input type="checkbox"/>	Measuring & Tracking SEO Success	Guide	Moz	
		<input type="checkbox"/>	How to Use Google Analytics to Improve SEO Performance	Guide	Michal Pecánek / Ahrefs	
		<input type="checkbox"/>	15 Ways for Using Google Analytics to Track Your SEO Efforts for Free	Guide	Elise Dopson / Databox	
	Reporting SEO	<input type="checkbox"/>	The Mini Guide to SEO Reporting	Guide	Moz	
		<input type="checkbox"/>	The Anatomy of the Perfect SEO Report	Guide	Melissa Fach / SEMrush	
		<input type="checkbox"/>	Steal Our SEO Report Template (and Make It Even Better)	Template	Jake Sheridan / Ahrefs	
		<input type="checkbox"/>	SEO Reporting: How To Build Meaningful Analytics Reports	Guide	Bill Sebald	
		<input type="checkbox"/>	SEO Reports: Which Metrics Matter & How to Use Them Well	Guide	Helen Pollitt	
	SEO Process Management	<input type="checkbox"/>	Tips for effective SEO Project Management	Guide	Sam Mangialavori	
		<input type="checkbox"/>	What Makes your SEO Fail (and how to fix it)	Presentation	Aleyda Solis	
		<input type="checkbox"/>	Presenting to the CEO in 5 slides	Guide	Tom Critchlow	
		<input type="checkbox"/>	Thriving as an SEO Specialist: Frameworks & Tips to Manage Complex SEO Processes	Presentation	Aleyda Solis	
		<input type="checkbox"/>	SEO Project Management for Agencies: How to Successfully Manage an SEO Process as an Agency	Video	Crawling Mondays	
		Wordpress SEO Guidelines	<input type="checkbox"/>	WordPress SEO: A Practical (and EASY) Guide	Guide	Joshua Hardwick / Ahrefs
			<input type="checkbox"/>	WordPress SEO: the definitive guide	Guide	Joost De Valk / Yoast
<input type="checkbox"/>			Wordpress SEO Checklist: 20 Tips to Improve Your Rankings	Guide	Erika Varagouli / SEMrush	
<input type="checkbox"/>			WordPress SEO: 58 Tips to Grow Organic Traffic	Guide	Matteo Duò / Kinsta	
<input type="checkbox"/>			Ultimate WordPress SEO Guide for Beginners (Step by Step)	Guide	Wpbeginner	
Wix SEO Guidelines		<input type="checkbox"/>	Search Engine Optimization (SEO) - Wix Support	Guide	Wix	
		<input type="checkbox"/>	Wix for SEO: Separating Facts from Fiction	Webinar	SEMrush	
		<input type="checkbox"/>	Wix SEO: 11 Tips To Improve Your Website's Performance	Guide	James Brockbank / SEMrush	
		<input type="checkbox"/>	What Can You Do to Optimize Your Wix Site for eCommerce?	Guide	Mordy Oberstein / Deepcrawl	
			<input type="checkbox"/>	SEO overview - Shopify Help Center	Guide	Shopify
	<input type="checkbox"/>		Shopify SEO: The Guide to Optimizing Shopify	Guide	Christopher Long / Moz	

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3. Implement SEO in your CMS	Shopify SEO Guidelines	<input type="checkbox"/>	Shopify SEO Tips: Push Shopify to its Limits!	Guide	ContentKing
		<input type="checkbox"/>	Shopify SEO – How to Optimize Your Shopify Site for Google	Guide	Loren Baker / Search Engine Journal
		<input type="checkbox"/>	Shopify SEO: An Ultimate Guide	Guide	Nitin Manchanda / botpresso
		<input type="checkbox"/>	12 Important SEO Tips for Shopify Ecommerce Platform	Guide	Ashok Sharma / SEMrush
	Magento SEO Guidelines	<input type="checkbox"/>	The Ultimate Guide to Magento SEO	Guide	Onely
		<input type="checkbox"/>	The Ultimate SEO Guide to Magento 2	Guide	ContentKing
		<input type="checkbox"/>	Magento 2 SEO Guide	Guide	PushOn
		<input type="checkbox"/>	Magento 2 SEO Guide – The All-In-One Definitive Guide	Guide	BSS Commerce
		<input type="checkbox"/>	Magento SEO: Complete Guide with 9 Actionable Tips	Guide	Hannah Dango / FandangoSEO
		<input type="checkbox"/>	SEO Checklist for Magento 2 Migration	Guide	Andreja Cicak / Inchoo
	Webflow SEO Guidelines	<input type="checkbox"/>	SEO and Webflow: the essential guide	Guide	John Moore Williams / Webflow
		<input type="checkbox"/>	9 SEO best practices for your Webflow website	Guide	Tomas Laurinavicius / Webflow
		<input type="checkbox"/>	A marketer's guide to SEO in Webflow	Guide	Omid Ghiam / Webflow
		<input type="checkbox"/>	The Ultimate Guide to Webflow SEO	Guide	Supple
		<input type="checkbox"/>	SEO Technical Checklist For Webflow Projects	Guide	Mirela Prifti / DEV Community
	Squarespace SEO Guidelines	<input type="checkbox"/>	What Squarespace does for SEO	Guide	Squarespace
		<input type="checkbox"/>	Squarespace SEO: Your ultimate guide	Guide	Weglot
		<input type="checkbox"/>	Squarespace SEO (2021) — Checklist and Tips	Guide	Chris Singleton / Style Factory
		<input type="checkbox"/>	Squarespace SEO Review	Guide	WebsiteBuilderExpert
<input type="checkbox"/>		Squarespace SEO for 2022: The Ultimate Guide with Checklist	Guide	Supple	
JavaScript SEO	<input type="checkbox"/>	Understand the JavaScript SEO basics	Guide	Google	
	<input type="checkbox"/>	JavaScript SEO: What You Need to Know	Guide	Patrick Stox / Ahrefs	
	<input type="checkbox"/>	JavaScript SEO Best Practices Guide for Beginners	Guide	ContentKing	
	<input type="checkbox"/>	The Ultimate Guide to JavaScript SEO	Guide	Onely	
	<input type="checkbox"/>	How JavaScript Rendering Affects Google Indexing	Guide	Sitebulb	
	<input type="checkbox"/>	The Definitive Guide to JavaScript SEO (2021 Edition)	Guide	Pierce Brelinsky / Moz	
	<input type="checkbox"/>	Googlebot & JavaScript: A Closer Look at the WRS TechSEO Boost 2019	Video	Martin Splitt / TechSEO Boost	
Internal Linking	<input type="checkbox"/>	Internal Links for SEO: An Actionable Guide	Guide	Joshua Hardwick / Ahrefs	
	<input type="checkbox"/>	Internal Linking for SEO: best practices, strategies, axioms	Guide	Kevin Indig	
	<input type="checkbox"/>	Internal Links: A Guide to Building a Strategy that Works	Guide	Luke Harsel / SEMrush	

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	Internal Linking	<input type="checkbox"/>	Internal Linking Guide	Guide	Backlinko
		<input type="checkbox"/>	Internal Link Optimisation for SEO	Guide	Wayne Barker / Sitebulb
		<input type="checkbox"/>	Internal linking for SEO: Why and how?	Guide	Meike Hendriks / Yoast
	Web Speed Optimization	<input type="checkbox"/>	Core Web Vitals	Guide	web.dev
		<input type="checkbox"/>	Google's Page Experience Update and Core Web Vitals: Everything you need to know	Guide	Builtvisible
		<input type="checkbox"/>	A Beginner's Guide to Website Speed Optimization	Guide	Kinsta
		<input type="checkbox"/>	Google Page Experience Audit (15 Steps + Free Audit Template)	Guide	Olga Zarzeczna
		<input type="checkbox"/>	Optimizing For Performance in SEO and Speed	Video	Joe Hall
		Mobile Optimization	<input type="checkbox"/>	Mobile Optimization Guidelines	Guide
	<input type="checkbox"/>		Mobile-first indexing best practices	Guide	Google
	<input type="checkbox"/>		Mobile SEO: The Definitive Guide	Guide	Backlinko
	<input type="checkbox"/>		Mobile First SEO	Presentation	Aleyda Solis
	<input type="checkbox"/>		Mobile SEO: The ultimate guide	Guide	Edwin Toonen / Yoast
	<input type="checkbox"/>		Preparing for Google's Mobile-Only Index	Guide	Patrick Hathaway
	<input type="checkbox"/>		Mobile SEO Course with Greg Gifford	Course	Greg Gifford / SEMrush
	Structured Data	<input type="checkbox"/>	Understand how structured data works	Guide	Google
		<input type="checkbox"/>	A Practical Introduction to Structured Data for SEO	Guide	Geoff Kennedy
		<input type="checkbox"/>	Beginner's Guide to Structured Data for SEO	Guide	Yauhen Khutarniuk
		<input type="checkbox"/>	Structured data in SEO	Guide	Mangoools
		<input type="checkbox"/>	Debugging Structured Data in the (Post-)SDTT-Era	Guide	Gianna Brachetti-Truskawa
		<input type="checkbox"/>	Automating Structured Data	Guide	Patrick Hathaway
		<input type="checkbox"/>	The Beginner's Guide to Structured Data for Organizing & Optimizing Your Website	Guide	Allie Decker / Hubspot
	Developing Topic Clusters	<input type="checkbox"/>	What Are Topic Clusters and How Do They Work?	Guide	Connor Lahey / SEMrush
		<input type="checkbox"/>	How I created a Topic Cluster and boosted my website traffic by 1000%	Guide	Samuel Schmitt
		<input type="checkbox"/>	How to Use Topic Clusters for Content Marketing to Rank, Convert, and Strategize	Guide	Michał Suski / Surfer
		<input type="checkbox"/>	Increase organic traffic exponentially using keyword clusters	Guide	Andy Chadwick / Keyword Insights
		<input type="checkbox"/>	The Importance of Topic Clusters	Guide	Maret Reutelingsperger / Sitebulb
Keyword Mapping	<input type="checkbox"/>	A beginner's guide to keyword mapping (with template)	Guide	Lidia Infante / Rise at Seven	
	<input type="checkbox"/>	A Four-Step Guide on Keyword Mapping To Improve Your SEO and Content Strategy	Guide	Andrea Lehr / SEMrush	
	<input type="checkbox"/>	How to Create a Successful Keyword Mapping Strategy	Guide	George Zatlin / Digital Third Coast	
	<input type="checkbox"/>	The Keywords Mapping Cheatsheet For Different Types of Sites [with a Google Sheets Included]	Guide	Aleyda Solis	
	<input type="checkbox"/>	How to Leverage Keyword Mapping for SEO Success	Guide	Viola Eva / Search Engine Journal	
		<input type="checkbox"/>	E-A-T and SEO for Google: Everything you need to know	Guide	Marie Haynes

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	E-A-T	<input type="checkbox"/>	What is E-A-T? Why It's Important for SEO	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	E-A-T: Expertise, Authoritativeness, and Trustworthiness	Guide	Lily Ray
		<input type="checkbox"/>	Google's E-A-T / Content Quality Questions	Checklist	Google
		<input type="checkbox"/>	What's Google's EAT and How to Optimize Your E-A-T in SEO	Video	Crawling Mondays
	Content Pruning	<input type="checkbox"/>	Content Pruning: Remove Low-Quality Content to Improve SEO	Guide	ContentKing
		<input type="checkbox"/>	The Complete Guide to Content Pruning (+3 Step Pruning Process)	Guide	Devin Pickell / G2
		<input type="checkbox"/>	How to Prune your Website Content in an SEO Process	Guide	Aleyda Solis
		<input type="checkbox"/>	Step-By-Step Guide: SEO Pruning with Semrush	Guide	Kevin Indig / SEMrush
		<input type="checkbox"/>	Why & How Content Pruning Helps Your SEO	Guide	Manish Dudharejia / Search Engine Journal
	Image Optimization	<input type="checkbox"/>	Google Images best practices	Guide	Google
		<input type="checkbox"/>	11 Important Image SEO Tips You Need to Know	Guide	Anna Crowe / Search Engine Journal
		<input type="checkbox"/>	Image SEO: 12 Actionable Tips (for More Organic Traffic)	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	Image SEO: the Ultimate Guide	Guide	ContentKing
		<input type="checkbox"/>	How to optimize your Ecommerce for Google Images and Visual Search	Guide	Gianluca Fiorelli
	Video Optimization	<input type="checkbox"/>	Video best practices	Guide	Google
		<input type="checkbox"/>	Video SEO: The Definitive Guide	Guide	Backlinko
		<input type="checkbox"/>	Video SEO: How to Rank YouTube Videos on Google	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	Video SEO In Google & YouTube Search: Making the most out of it	Presentation	Aleyda Solis
		<input type="checkbox"/>	YouTube SEO: The Ultimate Guide (2021)	Guide	Itamar Blauer
		<input type="checkbox"/>	YouTube SEO Today: Video Optimization Tips, Tutorial and Tools for YouTube	Video	Crawling Mondays
	SERP Features Optimization	<input type="checkbox"/>	Google's Search Gallery	Guide	Google
<input type="checkbox"/>		What is a SERP feature? Appearance, description and obtainability	Guide	Moz	
<input type="checkbox"/>		Understanding Google SERP Features in 2021: The Complete Guide	Guide	Kristen M. Vaughn / Komarketing	
<input type="checkbox"/>		Ultimate Guide to Google SERP Features	Guide	John E Lincoln	
<input type="checkbox"/>		Visual Guide to Google SERP Features	Guide	RankRanger	
<input type="checkbox"/>		How You Can Use SERP Features to Boost Traffic	Guide	Troels Emborg / Accuranker	
Knowledge Panel Optimization	<input type="checkbox"/>	About knowledge panels	Guide	Google	
	<input type="checkbox"/>	What Is a Google Knowledge Panel and How To Get One	Guide	Jason Barnard / SEMrush	
	<input type="checkbox"/>	How to Trigger a Personal Knowledge Panel in Google	Guide	Jason Barnard / Search Engine Journal	

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	Knowledge Panel Optimization	<input type="checkbox"/>	How To Get In The Google Knowledge Graph	Guide	Gosia Poddębniak / Onely
		<input type="checkbox"/>	How to optimize your Google local Knowledge Panel	Guide	George Nguyen / Search Engine Land
		<input type="checkbox"/>	How to Get a Google Knowledge Panel	Guide	Sahil Kakkar / MarketMuse
	SEO Forecasting	<input type="checkbox"/>	SEO Forecasting in Google Sheets	Guide	Tom Capper / Moz
		<input type="checkbox"/>	Forecasting for SEO: Creating expectation and showing ROI	Guide	Miracle Inameti-Archibong
		<input type="checkbox"/>	Auto-SEO forecasting with StreamProphet!	Guide	Charly Wargnier
		<input type="checkbox"/>	How to Use Data Forecasting for SEO [Scripts Included]	Guide	Patrick Stox / Ahrefs
		<input type="checkbox"/>	A Quick Guide to SEO Forecasting + A Free Template	Guide	Eric Vardon / Morphio
		<input type="checkbox"/>	Forecasting SEO traffic with Prophet and Python	Guide	Daniel Heredia / OnCrawl
	Calculate SEO ROI	<input type="checkbox"/>	How To Calculate SEO ROI with Formulas That Show Real Results	Guide	James Brockbank / SEMrush
		<input type="checkbox"/>	SEO Return on Investment: What's the ROI of SEO & How Can I Measure It?	Guide	Botify
		<input type="checkbox"/>	How to Calculate the ROI of Your SEO Campaigns Using Google Analytics	Guide	Adam Heitzman / Search Engine Journal
		<input type="checkbox"/>	Here's How To Prove the Value of SEO for Your Customers	Guide	Matt Tennison / Boostblog
		<input type="checkbox"/>	Proving the Revenue: Quantifying the Value of SEO	Guide	Tom Gunson
	Show SEO value to Non-SEOs	<input type="checkbox"/>	The Top 5 Ways to Prove the Real Value of SEO	Guide	Winston Burton / Search Engine Journal
		<input type="checkbox"/>	The Value of SEO: Here's What You Need to Know	Guide	Matt Vazquez / KoMarketing
		<input type="checkbox"/>	SEO Is a Means to an End: How Do You Prove Your Value to Clients?	Guide	Kameron Jenkins / Moz
		<input type="checkbox"/>	4 Ways to Prove the Value of SEO to Leadership	Guide	Ben Bunting / SEOclarity
		<input type="checkbox"/>	Have You Found it Difficult to Prove the Value of SEO? Here are 6 Ways to Help You Make Your Case	Guide	Botify
	Creating SEO Contracts	<input type="checkbox"/>	The Ultimate SEO Contract Template [100% Free]	Guide	Gary Coutard / Ahrefs
<input type="checkbox"/>		13 Things You Need to Include in SEO Contracts	Guide	Corey Morris / Search Engine Journal	
<input type="checkbox"/>		12 Elements Of A Solid SEO Contract	Guide	Janet Driscoll Miller / Search Engine Land	
<input type="checkbox"/>		10 Things to Include in SEO Contracts (+ FREE Template)	Guide	Adam Steele / Loganix	
<input type="checkbox"/>		SEO Contract Template	Template	Himanshu Sharma / OptimizeSmart	

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	SEO Jobs Interviews	<input type="checkbox"/>	"Choosing an SEO" - Questions from "Do you Need an SEO"?	Guide	Google
		<input type="checkbox"/>	21 SEO Interview Questions to Hire the Right Candidates	Guide	ContentKing
		<input type="checkbox"/>	SEO Interview Questions To Help You Hire An SEO Expert	Guide	Stephan Bajaio / Conductor
		<input type="checkbox"/>	Hiring a Tech SEO	Guide	Areej AbuAli
		<input type="checkbox"/>	8 SEO Job Interview Questions That Cut Through the BS	Guide	Ryan Jones / Search Engine Journal
	Budgeting SEO	<input type="checkbox"/>	How Much Should You Spend on SEO? 5 SEO Budget Strategies that Make Sense	Guide	Joe Robinson / Green Flag Digital
		<input type="checkbox"/>	How to Budget for SEO: Our Thoughts on Budget Allocation for B2B SaaS Companies	Guide	Michael Smith / Powered by Search
		<input type="checkbox"/>	SEO Cost Calculator: How Much Should You Budget for SEO Services?	Guide	Chuck Price / Search Engine Journal
		<input type="checkbox"/>	How much to budget for SEO?	Guide	Kaushal Thakkar / Infidigit
	Building an SEO Team	<input type="checkbox"/>	How to Structure your SEO Team	Guide	John E Lincoln
		<input type="checkbox"/>	Starting & Growing SEO Teams	Guide	Martijn Scheijbeler
		<input type="checkbox"/>	Building an SEO Team	Guide	Backlinko
		<input type="checkbox"/>	How to Manage Your SEO Team	Guide	Power Digital Marketing
		<input type="checkbox"/>	All-Star Cast of SEOs: Building a Winning In-House SEO Team	Guide	Chris Sachs / SEOclarity
		<input type="checkbox"/>	SEO Team Structure: How to Fit SEO into Your Company	Guide	Jenny Halasz / Search Engine Journal
	Communication with SEO Stakeholders	<input type="checkbox"/>	How to convince execs to care about SEO	Guide	Tom Critchlow / The SEO MBA
		<input type="checkbox"/>	Communicating to Clients & Stakeholders in a Constantly Changing SEO Landscape	Guide	Kameron Jenkins / Moz
		<input type="checkbox"/>	How to Communicate the Value of SEO to Executives	Guide	Jordan Frank / SEER Interactive
		<input type="checkbox"/>	Managing Internal SEO Stakeholders	Guide	David Hing / Plug & Play
		<input type="checkbox"/>	Breaking Silos: How to Enable SEO Across Your Organization	Guide	Samantha Pena / Search Engine Journal
	SEO Product Management	<input type="checkbox"/>	How an SEO Product Manager Can Be Your Chief Problem Solver	Guide	Kevin Indig / Search Engine Journal
<input type="checkbox"/>		How to Align SEO, Marketing & Product Management in SaaS Startup	Guide	Ivan Palii	
<input type="checkbox"/>		Integrating SEO within the Product Triangle To Align Efforts & Maximize Impact	Guide	Aleyda Solis	

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4. Deepen your SEO knowledge		<input type="checkbox"/>	The SEO Sprint Newsletter	Newsletter	Adam Gent
	SEO Myths	<input type="checkbox"/>	SEO Mythbusting	Video	Martin Splitt / Google
		<input type="checkbox"/>	SEO myths busted by an ex-Googler	Guide	Kaspar Szymanski / Search Engine Land
		<input type="checkbox"/>	How to Spot SEO Myths: 20 Common SEO Myths, Debunked	Guide	Helen Pollitt / Search Engine Journal
		<input type="checkbox"/>	That's NOT a Google Search Ranking Factor	Guide	Ryan Jones / Search Engine Journal
		<input type="checkbox"/>	10 SEO Myths You Should Ignore	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	The Top 10 SEO Myths: Don't Fall Into These Often Repeated Traps	Guide	Corey Northcutt / Bigcommerce
		Logfile Analysis for SEO	<input type="checkbox"/>	Logfile Analysis for SEO (Google Data studio template included)	Guide
	<input type="checkbox"/>		The ultimate guide to log file analysis for SEO	Guide	Daniel Butler / Builtvisible
	<input type="checkbox"/>		How to Use Server Log Analysis for Technical SEO	Guide	Samuel Scott / Moz
	<input type="checkbox"/>		22 Ways To Analyse Logs Using The Log File Analyser	Guide	Screaming Frog
	<input type="checkbox"/>		How to open the Google black box with log analysis?	Guide	Emma Labrador / OnCrawl
	<input type="checkbox"/>		The Ultimate Guide to Log Analysis – a 21 Point Checklist	Guide	Serge Bezborodov / Jetoctopus
	<input type="checkbox"/>		Log File Analysis: 9 Actionable Ways It Can Be Used for SEO	Guide	Elliot Haines / Hallam
	XML Sitemaps Optimization	<input type="checkbox"/>	Learn about sitemaps	Guide	Google
		<input type="checkbox"/>	XML Sitemaps	Guide	Backlinko
		<input type="checkbox"/>	How to Optimize Your XML Sitemap to Improve Your SEO	Guide	Tom Donohoe / OnCrawl
		<input type="checkbox"/>	How to Create an XML Sitemap: Tips & Best Practices	Guide	Kevin Indig / SEMrush
		<input type="checkbox"/>	How to Optimize XML Sitemaps: 13 SEO Best Practices	Guide	Aleh Barysevich / Search Engine Journal
	Robots.txt Optimization	<input type="checkbox"/>	Introduction to robots.txt	Guide	Google
		<input type="checkbox"/>	Robots.txt File [2021 Examples]	Guide	Moz
		<input type="checkbox"/>	Robots.txt for SEO: The Ultimate Guide	Guide	ContentKing
		<input type="checkbox"/>	Robots.txt and SEO: Everything You Need to Know	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	A Beginners Guide to Robots.txt: Everything You Need To Know	Guide	Colin Craig / SEMrush
	<input type="checkbox"/>	SEO-Friendly Pagination: A Complete Best Practices Guide	Guide	Jes Scholz / Search Engine Journal	
	<input type="checkbox"/>	Pagination SEO: A Best Practice Guide	Guide	Adam Gent / Deepcrawl	
	<input type="checkbox"/>	SEOs Are Breaking Pagination After Google Changed Rel=Prev/Next — Here's How to Get It Right	Guide	Patrick Stox / Ahrefs	

Level	Area/Stage	Status	Resource Name	Type	Author / Website
	Paginations Optimization	<input type="checkbox"/>	SEO-Friendly Pagination Strategies for Ecommerce	Guide	Sam Underwood / SEMrush
		<input type="checkbox"/>	The Ultimate Pagination - SEO Guide	Guide	Tobias Schwarz & Svenja Hintz / Audisto
		<input type="checkbox"/>	State of Pagination in eCommerce: Case Study & Analysis of the Top 150 UK Fashion Retailers	Guide	Orit Mutznik / Deepcrawl
	Edge SEO	<input type="checkbox"/>	Getting Started with Edge SEO: What You Need to Know	Guide	Dan Taylor / Search Engine Journal
		<input type="checkbox"/>	Getting Things Done with Edge SEO	Guide	Steven Van Vessum and Dan Taylor / Contentking
		<input type="checkbox"/>	Edge SEO for eCommerce: How to Spend Less for Faster SEO Implementation	Guide	Mike Belasco / InFlow
		<input type="checkbox"/>	Webinar Recap: SEO on the Edge – Getting Around Technical Barriers	Guide	Sam Marsden and Dan Taylor / Deepcrawl
		<input type="checkbox"/>	Edge SEO: Implementing Technical SEO Changes via CDN - How does it work and when to use it.	Video	Crawling Mondays
	Outreach for Link Building	<input type="checkbox"/>	The smart SEO's guide to effective outreach	Guide	SEER Interactive
		<input type="checkbox"/>	Email Outreach: The Ultimate Guide	Guide	Digital Olympus
		<input type="checkbox"/>	The Complete Guide to Outreach: 52 Curated Resources	Guide	Page One Power
		<input type="checkbox"/>	Making Cold Emails HOT Again: Segmenting & Theming in Link-Building Outreach	Guide	Bibi Raven / Search Engine Journal
		<input type="checkbox"/>	Blogger Outreach: How to Do It and Scale It Without Feeling Like a Jerk	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	How to turn a boring email into an irresistible link pitch	Guide	Gisele Navarro / Search Engine Land
		<input type="checkbox"/>	How To Write a Personalised Outreach Email Even When You're Sending It To 100 People	Guide	Gisele Navarro / Neomam
	Backlinks Analysis	<input type="checkbox"/>	Getting to Links: 5 Tips for Successful Email Outreach	Guide	Alexandra Tachalova / Search Engine Journal
		<input type="checkbox"/>	How to Do a Basic Backlink Audit (in Under 30 Minutes)	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	Backlink Analysis: How to Spot Quality and Toxic Backlinks	Guide	James Brockbank / SEMrush
		<input type="checkbox"/>	Performing a manual backlink audit, step by step	Guide	Dave Davies / Search Engine Land
		<input type="checkbox"/>	How to audit links for SEO	Guide	Sally Poundall / BrainLabs
<input type="checkbox"/>		Link Profile Audit: 28 Things to Check	Guide	Brian Harnish / Search Engine Journal	
Digital PR & Link Building	<input type="checkbox"/>	Backlink management basics	Course	Greg Gifford / SEMrush	
	<input type="checkbox"/>	What is Digital PR? The definition...	Guide	Carrie Rose / Rise at Seven	
	<input type="checkbox"/>	Should You Invest Big Bucks In Digital PR?	Guide	Gisele Navarro / Neomam	
	<input type="checkbox"/>	Why Digital PR Should Be Part of Your SEO Strategy	Guide	Domenica D'Ottavio / Fractl	
		<input type="checkbox"/>	Supercharge Your Link Building with a Digital PR Newsroom	Guide	Shannon McGuirk / Aira

Level	Area/Stage	Status	Resource Name	Type	Author / Website
		<input type="checkbox"/>	A Guide to Digital PR and Why It's Important for SEO and Link Building	Guide	Erika Varagouli / SEMrush
		<input type="checkbox"/>	Digital PR Strategy for Link Building: An 18-Step Start to Finish Process for 2021	Guide	Joe Robinson / Green Flag Digital
	Broken Link Building	<input type="checkbox"/>	A Simple (But Complete) Guide to Broken Link Building	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	Broken Link Building	Guide	Backlinko
		<input type="checkbox"/>	Broken Link Building: What You Need to Know to Get Links	Guide	Adam Heitzman / Search Engine Journal
		<input type="checkbox"/>	A Full Guide to Broken Link Building	Guide	Connor Lahey / SEMrush
		<input type="checkbox"/>	Broken Link Building Tips for Increasing Search Rankings, Authority, & Traffic	Guide	Belynda Cianci / databox
	Disavowing Backlinks	<input type="checkbox"/>	Disavow links to your site	Guide	Google
		<input type="checkbox"/>	When & How to Disavow Backlinks in 2021	Guide	Tom Capper / Moz
		<input type="checkbox"/>	Should you disavow links in 2021? MHC's annual report	Guide	Marie Haynes / Marie Haynes Consulting
		<input type="checkbox"/>	Google's "Disavow Links Tool": The Complete Guide	Guide	Derek Gleason / Ahrefs
		<input type="checkbox"/>	The Complete Guide to Disavowing Links for Google and Bing	Guide	Bruce Clay
	Rankings Drop Analysis	<input type="checkbox"/>	Why did my site traffic drop?	Guide	Google
		<input type="checkbox"/>	Analyzing Google Search traffic drops	Guide	Daniel Waisberg / Google
		<input type="checkbox"/>	Google Ranking Dropped Dramatically? Here's How to Recover in 13 Easy Steps	Guide	ContentKing
		<input type="checkbox"/>	SEO Rankings Drop: A Step-by-Step Guide to Recovery	Guide	Kristina Kledzik / Moz
		<input type="checkbox"/>	Why My Web Traffic Dropped? - Questions & Checklist	Guide	Aleyda Solis
		<input type="checkbox"/>	Using the Flowchart Method for Diagnosing Ranking Drops	Video	Kameron Jenkins / Moz
		<input type="checkbox"/>	How to do a post Google Update SEO Analysis to recover lost rankings	Video	Aleyda Solis
	Keyword Cannibalization Analysis	<input type="checkbox"/>	How to Spot and Fix Keyword Cannibalization	Guide	James Brockbank / SEMrush
<input type="checkbox"/>		What is keyword cannibalization?	Guide	Yoast	
<input type="checkbox"/>		How to Find and Fix Keyword Cannibalization Issues (in Seconds)	Guide	Joshua Hardwick / Ahrefs	
<input type="checkbox"/>		How to Identify & Eliminate Keyword Cannibalization to Boost Your SEO	Guide	Aleh Barysevich / Search Engine Journal	
<input type="checkbox"/>		How to Identify and Tackle Keyword Cannibalization	Guide	Samuel Mangialavori / Moz	
<input type="checkbox"/>		How to Identify Keyword Cannibalisation (Tool)	Resources	Hannah Rampton / StrategiQ	
Crawl Budget Optimization	<input type="checkbox"/>	Large site owner's guide to managing your crawl budget	Guide	Google	
	<input type="checkbox"/>	Crawl budget explained	Guide	ContentKing	
	<input type="checkbox"/>	The Ultimate Guide to Crawl Budget Optimization	Guide	Onely	
	<input type="checkbox"/>	How to optimize your crawl budget	Guide	Yoast	
	<input type="checkbox"/>	An SEO's Guide to Crawl Budget Optimisation	Guide	Deepcrawl	
	<input type="checkbox"/>	All About Crawl Budget Optimization (& How One Site Used It to Double Organic Traffic in Under 3 Months)	Guide	Botify	
	<input type="checkbox"/>	7 Tips to Optimize Crawl Budget for SEO	Guide	Aleh Barysevich / Search Engine Journal	
		<input type="checkbox"/>	Website Redesign SEO Checklist For 2021	Guide	Olga Zarzeczna

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	SEO for Web Redesigns	<input type="checkbox"/>	Website redesigns: How to retain and improve your SEO	Guide	Marcus Miller / Search Engine Land
		<input type="checkbox"/>	How to Redesign your Website without Losing SEO	Guide	Tony Mastrri
		<input type="checkbox"/>	SEO Website Redesign – A Guaranteed Checklist on How to Not Lose Your Rankings	Guide	Andreea Sauciu / CognitiveSEO
		<input type="checkbox"/>	SEO & Web Design: 8 Must-Do's During a Web Redesign	Guide	Marc Avila / 3 Media Web
	SEO for New Web Launches	<input type="checkbox"/>	SEO for a New Website: Here's Everything You Need to Know to Start Ranking	Guide	Jessica Greene / databox
		<input type="checkbox"/>	Launching a New Website: Your SEO Checklist	Video	Rand Fishkin / Moz
		<input type="checkbox"/>	7 SEO Tips for a New Website	Guide	Erika Varagouli / SEMrush
		<input type="checkbox"/>	SEO Before a Website Launch, Our Pre-Launch SEO Checklist!	Guide	Radd Interactive
		<input type="checkbox"/>	SEO Requirements for a New Website	Guide	ContentKing
	Removing URLs from Google	<input type="checkbox"/>	Control what you share with Google	Guide	Google
		<input type="checkbox"/>	How to Remove URLs From Google Search (5 Methods)	Guide	Patrick Stox / Ahrefs
		<input type="checkbox"/>	How to Remove URLs from Google Search in a Snap!	Guide	ContentKing
		<input type="checkbox"/>	How to properly delete a page from your site	Guide	Joost De Valk / Yoast
		<input type="checkbox"/>	How can you remove a URL from Google's search results?	Guide	David Westby / Brainslab
	Dealing with Google Penalties	<input type="checkbox"/>	Manual Actions report	Guide	Google
		<input type="checkbox"/>	The Beginner's Guide to Identifying and Recovering from a Google Penalty	Guide	Jesse McDonald / SEMrush
		<input type="checkbox"/>	Google Penalties: How to Find, Fix, and Avoid (An Expert Guide)	Guide	Nick Churick / Ahrefs
		<input type="checkbox"/>	The Complete List of Google Penalties and How to Recover	Guide	Chuck Price / Search Engine Journal
		<input type="checkbox"/>	Google penalties and messages explained — Search Engine Land's ultimate guide	Guide	Kaspar Szymanski / Search Engine Land
	Google Core Updates Recovery	<input type="checkbox"/>	What site owners should know about Google's core updates	Guide	Google
		<input type="checkbox"/>	10 Tips for Recovering from Google Core Algorithm Updates	Guide	Lily Ray / Amsive Digital
<input type="checkbox"/>		Google Algorithm Updates: 7 Steps on How to Recover	Guide	John E Lincoln / Ignitive Visibility	
<input type="checkbox"/>		What to Do about Google's Core Updates: Prevention & Recovery	Guide	Mordy Oberstein / RankRanger	
<input type="checkbox"/>		Google Algo Updates and More – A Complete List of Changes that Could Affect Your Site's Traffic	Guide	Marie Haynes Consulting	
	<input type="checkbox"/>	The Ultimate Guide to Successful Website Migrations	Guide	ContentKing	
	<input type="checkbox"/>	The Website Migration Guide: SEO Strategy, Process, & Checklist	Guide	Modestos Siotos / Moz	
	<input type="checkbox"/>	The SEMrush Website Migration Checklist	Checklist	Nikolai Boroda / SEMrush	

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	SEO For Web Migrations	<input type="checkbox"/>	A Domain Migration Checklist And Ultimate Google Data Studio Dashboard	Checklist	Kristina Azarenko
		<input type="checkbox"/>	7 Handy SEO Tools Functionalities that facilitate a Fast Web Migrations & Redesigns validation	Guide	Aleyda Solis
		<input type="checkbox"/>	URLs Changes & Web Migration within same Domain Minimum Viable SEO Validation Checklist [In Google Sheets]	Checklist	Aleyda Solis
		<input type="checkbox"/>	Winning SEO when Migrating International Websites	Presentation	Aleyda Solis
	Optimizing Products Pages	<input type="checkbox"/>	Perfecting On-Page SEO for Ecommerce Product Pages – A Cheatsheet	Guide	Paddy Moogan / Aira
		<input type="checkbox"/>	SEO for Ecommerce Product Pages (How to Rank & Convert)	Guide	Jonas Sickler / Terakeet
		<input type="checkbox"/>	Ecommerce Product Page SEO: 20 Dos & Don'ts	Guide	Winston Burton / Search Engine Journal
		<input type="checkbox"/>	How To Successfully SEO Ecommerce Product Pages	Guide	Alex Chris / Reliablysoft
		<input type="checkbox"/>	Product Page SEO: 17 eCommerce Best Practices	Guide	ContentKing
		<input type="checkbox"/>	SEO for Changing E-commerce Product Pages - How to Optimize your Online Store Products URLs	Presentation	Aleyda Solis
	Optimizing Faceted Navigation	<input type="checkbox"/>	Optimize facet filters for SEO	Guide	Hugo Akhtari
		<input type="checkbox"/>	Faceted Navigation SEO: Optimize for the Long-Tail Experience	Guide	Tyson Braun / seoClarity
		<input type="checkbox"/>	What Is Faceted Navigation? The Main Factors to Consider for SEO	Guide	Petra Kis-Herczegh / Botify
		<input type="checkbox"/>	How much is too much? Faceted navigation and SEO	Guide	Eric Enge / Search Engine Land
		<input type="checkbox"/>	What faceted pages should be indexed when doing SEO	Video	Crawling Mondays
	Detect & Protect from Negative SEO	<input type="checkbox"/>	How to Detect (and Deflect) Negative SEO Attacks	Guide	Michal Pecánek / Ahrefs
		<input type="checkbox"/>	What Is Negative SEO? (And How To Tackle It)	Guide	Anton Marchenko / SEMrush
		<input type="checkbox"/>	How to recover from a negative SEO attack	Guide	Joe Sinkwitz / Search Engine Land
		<input type="checkbox"/>	Negative SEO and Lost Rankings? Read This	Guide	Roger Montti / Search Engine Journal
		<input type="checkbox"/>	Negative SEO (Case Study) – Cleaning up an Attack With Ahrefs	Guide	Brian Jackson / Kinsta
SEO for Web Stories	<input type="checkbox"/>	Best practices for creating Web Stories	Guide	Google	
	<input type="checkbox"/>	SEO for Web Stories	Guide	AMP	
	<input type="checkbox"/>	How we boosted our traffic by 504.17% with a SEO-Friendly Web Story	Guide	Andrea Volpini / Wordlift	
	<input type="checkbox"/>	Web Stories Powered by AMP – 12 Tips and Recommendations For Creating Your First Story	Guide	Glenn Gabe / GSQi	

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		<input type="checkbox"/>	SEO for Google Web Stories: a comprehensive guide	Guide	Arron Westbrook / Deepcrawl
		<input type="checkbox"/>	How to Make Google Web Stories [2021 Study]	Guide	SEMrush
	Google Discover Optimization	<input type="checkbox"/>	Discover and your website	Guide	Google
		<input type="checkbox"/>	The Ultimate Checklist to Optimize Content for Google Discover	Guide	Andrea Volpini / Wordlift
		<input type="checkbox"/>	7 Tactics to Optimize for Google Discover	Guide	John Shehata / Newzdash
		<input type="checkbox"/>	Google Discover: How to Rank and Drive Traffic	Guide	Michal Pecánek / Ahrefs
		<input type="checkbox"/>	How to Optimize for Google Discover, and Why it Matters	Guide	Moss Clement / SEMrush
		<input type="checkbox"/>	How to Optimize for Google Discover, and Why it Matters	Guide	Moss Clement / SEMrush
	SEO Testing	<input type="checkbox"/>	What is SEO Testing & How Does it Work on a Website?	Guide	Kate Miller / inflow
		<input type="checkbox"/>	The Complete Guide to SEO Testing: Best Practices, Experiment Ideas, Tool Walkthrough	Guide	seotesting.com
		<input type="checkbox"/>	What is SEO A/B testing? A guide to setting up, designing and running SEO split tests	Guide	Craig Bradford / SearchPilot
		<input type="checkbox"/>	20+ SEO Experiments To Get More Organic Traffic	Guide	Brian Moseley / SEMrush
		<input type="checkbox"/>	How to make sense of SEO A/B test results	Guide	Will Critchlow / SearchPilot
	International SEO	<input type="checkbox"/>	Managing multi-regional and multilingual sites	Guide	Google
<input type="checkbox"/>		The Ultimate Guide to International SEO	Guide	Onely	
<input type="checkbox"/>		International SEO for E-Commerce Websites	Presentation	Aleyda Solis	
<input type="checkbox"/>		7 Ways to Fail at International SEO	Guide	Aleyda Solis	
<input type="checkbox"/>		An Hreflang Implementation Guide: How to add and Implement Hreflang Tags	Guide	Aleyda Solis	
News SEO	<input type="checkbox"/>	Help Google News discover your web crawled content	Guide	Google	
	<input type="checkbox"/>	How to Get Into Google News	Video	Barry Adams / Moz	
	<input type="checkbox"/>	Google News SEO - Everything Publishers Need to Know 2020 Edition	Guide	John Shehata / NewzDash	
	<input type="checkbox"/>	The Ultimate guide to Google News SEO	Guide	Vahre Arabian and Carlos Alonso	
	<input type="checkbox"/>	A Guide to Optimizing for Google News, Top Stories, and Discover	Guide	Lily Ray / Search Engine Journal	
	<input type="checkbox"/>	SEO for News Publications or Media Websites	Video	Crawling Mondays	
E-commerce SEO	<input type="checkbox"/>	Ecommerce SEO: A Simple (But Complete) Guide	Guide	Joshua Hardwick / Ahrefs	
	<input type="checkbox"/>	The 8-Step eCommerce Framework to Elevate Your SEO Game	Presentation	Kristina Azarenko	
	<input type="checkbox"/>	eCommerce SEO Guides Hub	Guide	ContentKing	
	<input type="checkbox"/>	SEO for E-commerce in 2020 - Top Technical SEO Challenges & How to Fix them	Presentation	Aleyda Solis	
	<input type="checkbox"/>	When Your Inventory Changes: SEO Tips For Changing Product Pages	Presentation	Aleyda Solis	
	<input type="checkbox"/>	How Online Stores Can Quickly Build Sub-categories Targeting Long-tail Keywords	Presentation	Kristina Azarenko	
	<input type="checkbox"/>	Optimizing Content in Category Pages while Keeping its Commercial Nature	Guide	Aleyda Solis	

Level	Area/Stage	Status	Resource Name	Type	Author / Website
5.1. Specialize within SEO	SaaS SEO	<input type="checkbox"/>	SaaS SEO: An Actionable Strategy for Growth	Guide	James Brockbank / SEMrush
		<input type="checkbox"/>	SEO For SaaS: The Ultimate Guide	Guide	Chris Long
		<input type="checkbox"/>	3 Advanced SaaS SEO Strategies & Best Practices	Guide	Kevin Indig / Search Engine Journal
		<input type="checkbox"/>	SEO for SaaS (Software as a Service) Websites	Video	Crawling Mondays
	Travel SEO	<input type="checkbox"/>	The Ultimate SEO Travel Marketing Guide	Guide	Dan Taylor
		<input type="checkbox"/>	Travel SEO & Marketing	Guide	Joe Robinson
		<input type="checkbox"/>	The Ultimate Guide on How to SEO your Travel Website	Guide	Alex Chris
		<input type="checkbox"/>	Travel SEO Trends and Pivots from 2020 (and What to Carry into 2021)	Guide	Rachel Vandernick / Moz
	Enterprise SEO	<input type="checkbox"/>	How to Succeed in Enterprise SEO	Guide	Patrick Stox / Ahrefs
		<input type="checkbox"/>	What is Enterprise SEO? A Marketer's Guide to Search Optimization	Guide	Jonas Sickler / Terakeet
		<input type="checkbox"/>	DeepCrawl's Ultimate Guide to Enterprise SEO	Guide	Rachel Costello / Deepcrawl
		<input type="checkbox"/>	The Ultimate Guide to Modern Enterprise SEO	Guide	IPullRank
		<input type="checkbox"/>	What Is Enterprise SEO and How Is It Different to Traditional SEO?	Guide	Erika Varagouli / SEMrush
		<input type="checkbox"/>	How to Succeed as an In-House Enterprise Level SEO	Video	Crawling Mondays
	Small Business SEO	<input type="checkbox"/>	Small Business SEO: A Beginners Guide To Get You Started in 10 Quick Steps	Guide	Erika Varagouli / SEMrush
		<input type="checkbox"/>	The Beginner's Guide to Small Business SEO (6 Easy Steps)	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	Small Business SEO: The Complete Guide	Guide	CopyPress
		<input type="checkbox"/>	Small Business SEO Checklist: 11 Ways to Improve Rankings Today	Guide	Mindy Weinstein / Search Engine Journal
		<input type="checkbox"/>	Small Business SEO: The 28-Step Checklist to Help You Win	Guide	Adam Steele / G2
	Local SEO	<input type="checkbox"/>	The Essential Local SEO Strategy Guide	Guide	Moz
		<input type="checkbox"/>	Local SEO: A Simple (But Complete) Guide	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	Local SEO: The Complete Guide	Guide	BrightLocal
		<input type="checkbox"/>	Local SEO: The Definitive Guide (2021)	Guide	Backlinko
		<input type="checkbox"/>	E-A-T LOCAL for SEO	Guide	Local SEO Guide
		<input type="checkbox"/>	Claire's Guide to UTM Tagging For Google My Business	Guide	Claire Carlile
		<input type="checkbox"/>	How to do Local SEO Today: Top Do's and Dont's, Tools, and Guide to Grow	Video	Crawling Mondays
		<input type="checkbox"/>	Local SEO Course with Greg Gifford	Course	Greg Gifford / SEMrush
	Python for SEO	<input type="checkbox"/>	An Introduction to Python for Technical SEO	Guide	Ruth Everett / Search Engine Journal
<input type="checkbox"/>		Python for SEO: Complete Guide (in 6 Chapters)	Guide	JC Chouinard	
<input type="checkbox"/>		How to Use Python to Analyze SEO Data: A Reference Guide	Guide	Hamlet Batista / Search Engine Journal	
<input type="checkbox"/>		Data Science and Visualization for SEO: Retrieving SERP, Crawling Landing Pages, and Analyzing Google Algorithms with Python	Guide	Koray Tuğberk GÜBÜR	
<input type="checkbox"/>		Agency Automators' SEO How-Tos Videos	Video	Agency Automators	
<input type="checkbox"/>		SEO Pythonistas: Python SEO Contributions from Hamlet & Python SEO community	Resources	SEO Pythonistas	
<input type="checkbox"/>		How to Leverage SQL for SEO Automation	Guide	Cody West	

Level	Area/Stage	Status	Resource Name	Type	Author / Website
5.2. Automate SEO Tasks	BigQuery & SQL for SEO	<input type="checkbox"/>	BigQuery & SQL for SEOs	Presentation	Areej AbuAli
		<input type="checkbox"/>	How to Use BigQuery for Large-Scale SEO (Or Whenever Excel Fails)	Guide	Dominic Woodman
	RegEx for SEO	<input type="checkbox"/>	Beginner Guide To Regex For SEO	Guide	JC Chouinard
		<input type="checkbox"/>	Principles of Regular Expressions for an SEO	Guide	Tomek Rudzki / Onely
		<input type="checkbox"/>	Regular Expressions for SEOs and Digital Marketers [with Use Cases]	Guide	Alyona Petrukhina / Netpeak Software
		<input type="checkbox"/>	Regular Expressions for Regular Joes (and SEOs)	Presentation	Paul Shapiro
		<input type="checkbox"/>	Regular Expressions (RegEx) in Google Search Console	Guide	JS Chouinard
		<input type="checkbox"/>	Regex for Marketers: Plain English, Real World Examples [VIDEO]	Guide	Annie Cushing
		<input type="checkbox"/>	URL Regex Builder	Resources	JR Oakes
	App Scripts for SEO	<input type="checkbox"/>	Apps script for SEOs	Presentation	Dave Sottimano
		<input type="checkbox"/>	Data pipeline table with Google Sheets + Apps Script	Video	Noah Lerner / Agency Automators
		<input type="checkbox"/>	Automated Intent Classification Using Deep Learning in Google Sheets	Guide	Hamlet Batista / Search Engine Journal
	JS for SEO	<input type="checkbox"/>	How to Use JavaScript to Automate SEO (With Scripts)	Guide	Jose Hernando / Search Engine Journal
		<input type="checkbox"/>	Build a Chrome extension to automate a part of your routine	Guide	Antoine Eripret
		<input type="checkbox"/>	How to install Node.js and setup your laptop for JavaScript SEO Automation	Guide	Jose Hernando
		<input type="checkbox"/>	Finding SEO opportunities through rising trends & Node.js	Guide	Nacho Mascort
		<input type="checkbox"/>	Extracting Index Coverage Report Stats in Bulk from Search Console using Node.js	Guide	Jose Hernando
		<input type="checkbox"/>	NodeJS SEO Scraper	Guide	Nacho Mascort
	R for SEO	<input type="checkbox"/>	R for SEO - The Cookbook	Guide	François Joly
		<input type="checkbox"/>	Using R for SEO - Survival Guide	Guide	Rémi Bacha
		<input type="checkbox"/>	Visualizing Google Analytics Data with R for SEO Purposes	Guide	Utku Demirhan / ZEO
		<input type="checkbox"/>	Keyword Clustering for SEO with R	Guide	Journey to Data Scientist
		<input type="checkbox"/>	Advanced R programming for technical SEO : DIY Strong SEO Crawler with Sparkler	Guide	Vincent Terrasi / Data-SEO
	Bing SEO Guidelines	<input type="checkbox"/>	Bing Webmaster Guidelines	Guide	Bing
		<input type="checkbox"/>	Bing vs Google: Search Engine Comparison	Guide	Jonathan Theuring / Impression
		<input type="checkbox"/>	Search Engine Land's Guide to Bing SEO	Guide	Search Engine Land
		<input type="checkbox"/>	What SEOs need to know about Bing Webmaster Guidelines	Video	Christi Olson / Search Engine Land
Yandex SEO Guidelines	<input type="checkbox"/>	Yandex's Recommendations - Advice for Webmasters	Guide	Yandex	
	<input type="checkbox"/>	The Ultimate Guide to Yandex SEO	Guide	Dan Taylor / Search Engine Journal	
	<input type="checkbox"/>	Yandex SEO, or Optimization Beyond Google	Guide	Valerie Niechai / SEO Powersuite	
	<input type="checkbox"/>	Yandex SEO: How to Master Search in Russia	Guide	Wordbank	
		<input type="checkbox"/>	Baidu SEO: A Guide to SERP Features & Ranking Signals	Guide	Dan Taylor / Search Engine Journal

Level	Area/Stage	Status	Resource Name	Type	Author / Website
6. Learn about SEO in other Search Engines (Non-Google)	Baidu SEO Guidelines	<input type="checkbox"/>	A Crash Course in Chinese SEO: Exit Google, Enter Baidu...	Guide	Gary Stevens / SEMrush
		<input type="checkbox"/>	Ultimate Guide to Baidu SEO	Guide	Dragon Metrics
		<input type="checkbox"/>	Guide to Baidu SEO	Guide	GMA Marketing to China
		<input type="checkbox"/>	Baidu SEO: How to do SEO in China. An interview with SEO Zac	Video	Crawling Mondays
	Naver SEO Guidelines	<input type="checkbox"/>	Naver SEO: How To Do SEO In South Korea	Guide	Dan Taylor
		<input type="checkbox"/>	How To Do Naver SEO: A Complete Guide	Guide	Twinword
		<input type="checkbox"/>	Naver SEO: Best Practices for South Korea	Guide	Dan Taylor / Search Engine Journal
		<input type="checkbox"/>	Naver SEO: How to do SEO in South Korea w/ Chris Shin	Video	Crawling Mondays
	Youtube SEO Guidelines	<input type="checkbox"/>	Get discovered on YouTube	Guide	YouTube Creators Academy
		<input type="checkbox"/>	YouTube SEO: How to Rank YouTube Videos in 2021	Guide	Backlinko
		<input type="checkbox"/>	YouTube SEO: How to Rank Your Videos From Start to Finish	Guide	Sam Oh / Ahrefs
		<input type="checkbox"/>	YouTube SEO: The Ultimate Guide	Guide	Itamar Blauer
		<input type="checkbox"/>	YouTube SEO Today: Video Optimization Tips, Tutorial and Tools for YouTube	Video	Crawling Mondays
	Amazon SEO Guidelines	<input type="checkbox"/>	Amazon SEO: The Ultimate Guide to Higher Product Ranking in 2020 (With Tips & Examples)	Guide	Robin Hanna / Sellics
		<input type="checkbox"/>	How to Master Amazon SEO and Move Your Products up the Search Rankings in 2021	Guide	Bryan Bowman / Bigcommerce
		<input type="checkbox"/>	Amazon SEO in 2021: A Comprehensive Guide	Guide	Jayce Broda / Seller Interactive
		<input type="checkbox"/>	Amazon SEO: Everything Sellers Need to Know in 2020	Guide	Tara Johnson / Tinuiti
<input type="checkbox"/>		Amazon SEO: How to Rank Highly for Amazon Searches	Guide	Marc Schenker / Wordstream	
	Search Engine Official Publications	<input type="checkbox"/>	Google Search Central Blog	Blog	Google
		<input type="checkbox"/>	Microsoft Bing Blogs	Blog	Bing
		<input type="checkbox"/>	Yandex Blog	Blog	Yandex
	Search News Publications	<input type="checkbox"/>	Search Engine Journal	Website	Search Engine Journal
		<input type="checkbox"/>	Search Engine Land	Website	Search Engine Land
		<input type="checkbox"/>	Search Engine Roundtable	Website	Barry Schwartz
	Search News Aggregators	<input type="checkbox"/>	tl;dr marketing	Website	Saijo George
		<input type="checkbox"/>	SparkToro Trending	Website	SparkToro
	SEO Podcasts	<input type="checkbox"/>	The Page 2 Podcast: An SEO Podcast	Podcast	Jacob Stoops and Jeff Louella
		<input type="checkbox"/>	Experts On The Wire	Podcast	Dan Shure
		<input type="checkbox"/>	The In Search SEO Podcast	Podcast	RankRanger
		<input type="checkbox"/>	Edge Of The Web	Podcast	SiteStrategics
		<input type="checkbox"/>	Search with Candour podcast	Podcast	Candour
		<input type="checkbox"/>	Women in Tech SEO Podcast	Podcast	Sarah McDowell and Areej AbuAli
		<input type="checkbox"/>	Search Engine Journal Show	Podcast	Search Engine Journal
		<input type="checkbox"/>	Search Talk Live	Podcast	Robert O'Haver, Matt Weber, Michelle Stinson Ross
	<input type="checkbox"/>	Cashing in on Content Marketing	Podcast	Amanda Milligan / Fractl	

Level	Area/Stage	Status	Resource Name	Type	Author / Website
7. Keep up with SEO news		<input type="checkbox"/>	Crawling Mondays	Podcast	Aleyda Solis
		<input type="checkbox"/>	The Business Of Digital	Podcast	Dave Rohrer and Mat Siltala
		<input type="checkbox"/>	Marketing Speak	Podcast	Stephan Spencer
		<input type="checkbox"/>	The Recipe For SEO Success Show	Podcast	Kate Toon
	SEO newsletters	<input type="checkbox"/>	#SEOFOMO	Newsletter	Aleyda Solis
		<input type="checkbox"/>	The Weekly SEO	Newsletter	Andrew Charlton
		<input type="checkbox"/>	SEO for Lunch	Newsletter	Nick LeRoy
		<input type="checkbox"/>	SEO Notebook	Newsletter	Steve Toth
		<input type="checkbox"/>	#WTSNewsletter	Newsletter	Women in Tech SEO
		<input type="checkbox"/>	SEO For Google News	Newsletter	Barry Adams
		<input type="checkbox"/>	The SEO MBA	Newsletter	Tom Critchlow
	Online Events	<input type="checkbox"/>	Marie Haynes' SEO Newsletter	Newsletter	Marie Haynes
		<input type="checkbox"/>	Google's Search Events	Online Event	Google
		<input type="checkbox"/>	BrightonSEO Virtual Editions	Online Event	BrightonSEO
		<input type="checkbox"/>	SEMRush Online Conferences & Webinars	Online Event	SEMrush
		<input type="checkbox"/>	SEJ Webinars	Online Event	Search Engine Journal
		<input type="checkbox"/>	SEO Resources For Bloggers Webinar Series	Online Event	TopHatRank
<input type="checkbox"/>		TechSEO Boost	Online Event	Catalyst	
Keyword Research Tools	<input type="checkbox"/>	WTSWorkshop	Online Event	Women in Tech SEO	
	<input type="checkbox"/>	SEO Mastery Summit	Online Event	Mads Singers	
	<input type="checkbox"/>	Google Ads Keyword Planner	Web Based	Google	
	<input type="checkbox"/>	Google Trends	Web Based	Google	
	<input type="checkbox"/>	Bing Webmaster Tools Keyword Research	Web Based	Bing	
	<input type="checkbox"/>	Keyword Generator	Web Based	Ahrefs	
	<input type="checkbox"/>	AlsoAsked	Web Based	Candour	
	<input type="checkbox"/>	Answer The Public	Web Based	Answer the Public	
	<input type="checkbox"/>	QuestionDB	Web Based	QuestionDB	
	<input type="checkbox"/>	Free Keyword Tool	Web Based	WordStream	
	<input type="checkbox"/>	#SuggestMrx	Web Based	Merlinox	
	<input type="checkbox"/>	The Reddit Keyword Research Tool	Web Based	Higher Visibility	
	<input type="checkbox"/>	Keyword Surfer	Browser Extension	Surfer	
	<input type="checkbox"/>	Google Search Console Coverage, URL Inspection & Crawl Stats Reports	Web Based	Google	
<input type="checkbox"/>	Bing Webmaster Tools Site Scan and SEO Report	Web Based	Bing		
<input type="checkbox"/>	Screaming Frog SEO Spider	Desktop Based	Screaming Frog		
<input type="checkbox"/>	Greenflare: The Open Source SEO Crawler	Desktop Based	Greenflare		

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	On-Page SEO Tools	<input type="checkbox"/>	httpstatus.io: Easily check status codes, response headers, and redirect chains	Web Based	Sander Heilbron
		<input type="checkbox"/>	SEO Server Header Checker Tool: Server Headers is your one stop tool to quickly extract useful SEO data from a URL	Web Based	Ryan Jones
		<input type="checkbox"/>	SEOlyzer: Crawler & log analysis for all SEO	Web Based	SEOlyzer
		<input type="checkbox"/>	Ahrefs Webmaster Tools	Web Based	Ahrefs
		<input type="checkbox"/>	Siteliner: Explore your website, revealing key issues	Web Based	Siteliner
		<input type="checkbox"/>	Checkbot: SEO, Web Speed & Security Tester	Browser Extension	Checkbot
		<input type="checkbox"/>	SEO Minion: On-Page SEO, Broken Link Checker, Hreflang Checker & more	Browser Extension	SEO Minion
		<input type="checkbox"/>	Detailed SEO Extension	Browser Extension	Detailed
		<input type="checkbox"/>	SEO Pro Extension	Browser Extension	Marketing Syrup
		<input type="checkbox"/>	SEOInfo	Browser Extension	Weeblr
		<input type="checkbox"/>	Spark Content Optimizer	Browser Extension	SEOClarity
		<input type="checkbox"/>	Link Redirect Trace	Browser Extension	LinkResearchTools
		<input type="checkbox"/>	Yoast SEO	Wordpress Plugin	Yoast
		<input type="checkbox"/>	Rank Math SEO	Wordpress Plugin	Rank Math
	Link Building Tools	<input type="checkbox"/>	Google Search Console Links Report	Web Based	Google
		<input type="checkbox"/>	Bing Webmaster Tools Backlinks Report	Web Based	Google
		<input type="checkbox"/>	Ahrefs Backlink Checker	Web Based	Ahrefs
		<input type="checkbox"/>	Free Backlink Checker	Web Based	Rankwatch
		<input type="checkbox"/>	Broken Link Checker	Web Based	Ahrefs
		<input type="checkbox"/>	BuzzStream Free Link Building Tools	Web Based	BuzzStream
		<input type="checkbox"/>	Hunter: Find email addresses in seconds	Web Based and Browser Extension	Hunter
		<input type="checkbox"/>	Google Alerts: Monitor the web for interesting new content	Web Based	Google
	Search Monitoring and Rank Tracking Tools	<input type="checkbox"/>	Google Search Console Performance Report	Web Based	Google
		<input type="checkbox"/>	Bing Webmaster Tools Search Performance Report	Web Based	Bing
		<input type="checkbox"/>	Ahrefs Webmaster Tools	Web Based	Ahrefs
		<input type="checkbox"/>	thruuu: Awesome SERP Analyzer	Web Based	thruuu
		<input type="checkbox"/>	SERP Checker	Web Based	Accuranker
<input type="checkbox"/>		SEO Search Simulator by Nightwatch	Browser Extension	Nightwatch	
<input type="checkbox"/>		SEOminion: SEO Extension with Multi-Location SERP Simulator	Browser Extension	SEOminion	
<input type="checkbox"/>		MobileMoxie SERPerator: Google Mobile Rank Checker	Web Based	MobileMoxie	
		<input type="checkbox"/>	50+ Google Data Studio Templates to Speed your SEO Reporting	Google Sheets	Sheets for Marketers
		<input type="checkbox"/>	9 SEO report Google Data Studio and Google Sheets templates you can swipe today	Google Data Studio and Google Sheets	Supermetrics

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8. Free SEO Tools to Use	SEO Dashboards & Reporting Tools	<input type="checkbox"/>	Search Console Explorer Studio and Sheet, Cannibalization Explorer, etc.	Google Data Studio and Google Sheets	Hannah Butler
		<input type="checkbox"/>	SFAIK - Screaming Frog Analyzer	Google Data Studio	IKAUE
		<input type="checkbox"/>	Search Console PunkExport	Google Search Console	Lino Uruñuela
		<input type="checkbox"/>	Monthly SEO Report Template	Doc, PDF, GDocs	Backlinko
		<input type="checkbox"/>	Steal Our SEO Report Template (and Make It Even Better)	Google Slides	Ahrefs
	Web Speed Optimization Tools	<input type="checkbox"/>	Measure from Web.dev	Web Based	Web.dev
		<input type="checkbox"/>	PageSpeed Insights	Web Based	Google
		<input type="checkbox"/>	Web Page Test	Web Based	Catchpoint
		<input type="checkbox"/>	GTmetrix	Web Based	GTmetrix
		<input type="checkbox"/>	Wattspeed: Free synthetic Speed monitoring tool	Web Based	Wattspeed
		<input type="checkbox"/>	PageSpeed Compare: Compare performance metrics of your pages against each other.	Web Based	Sander Heilbron
		<input type="checkbox"/>	Experte: Bulk Core Web Vitals Check.	Web Based	Experte
		<input type="checkbox"/>	Batch Speed: Bulk speed test multiple urls using Google's Page Speed checker	Web Based	Batch Speed
		<input type="checkbox"/>	Fast or Slow: Global Web Speed Profiler	Web Based	Wordfence
		<input type="checkbox"/>	SERP Speed: Compare your page speed at keyword level with the rest	Web Based	Reddico
		<input type="checkbox"/>	Dareboost: Test, analyze and optimize your website performance	Web Based	Contentsquare
		<input type="checkbox"/>	Lighthouse	Browser Extension	Google
		<input type="checkbox"/>	Web Vitals Extension	Browser Extension	Addy Osmani
		<input type="checkbox"/>	Core SERP Vitals	Browser Extension	Chris Johnson
	Structured Data Tools	<input type="checkbox"/>	Google's Structured Data Testing Tool	Web Based	Google
		<input type="checkbox"/>	Google's Rich Results Test	Web Based	Google
		<input type="checkbox"/>	Schema Markup Validator	Web Based	Schema.org
		<input type="checkbox"/>	Structured Data Viewer	Web Based	Classy Schema
		<input type="checkbox"/>	Schema Markup Testing and Comparison Tool	Web Based	Shay Ohayon
		<input type="checkbox"/>	Schema.dev's Structured Data Testing Tool	Web Based and Browser Extension	SEOClarity
		<input type="checkbox"/>	Ryte Structured Data Helper	Browser Extension	Ryte
		<input type="checkbox"/>	Structured Data Testing Tool	Browser Extension	3WhiteHats
		<input type="checkbox"/>	Schema Markup Generator (JSON-LD)	Web Based	technicalseo.com
		<input type="checkbox"/>	The Schema Markup Generator	Web Based	RankRanger
	Mobile SEO Tools	<input type="checkbox"/>	Google's Mobile Friendly Test	Web Based	Google
<input type="checkbox"/>		Mobile Friendliness Test Tool	Web Based	Bing	
<input type="checkbox"/>		MobileMoxie Page-oscope	Web Based	MobileMoxie	

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	Mobile SEO Tools	<input type="checkbox"/>	Mobile-Friendly Test (Bulk Testing Tool)	Web Based	technicalseo.com
		<input type="checkbox"/>	Mobile-First Index Tool (Mobile vs. Desktop Test)	Web Based	technicalseo.com
		<input type="checkbox"/>	Mobile First Index Checker	Web Based	Zeo
	Local SEO Tools	<input type="checkbox"/>	Google My Business	Web Based	Google
		<input type="checkbox"/>	BrightLocal's Free Local SEO Tools: Local Listings Health Scanner, Local Search Results Checker, and more!	Web Based	BrightLocal
		<input type="checkbox"/>	Postamatic: Build your Google My Business Posts, Q + As, and manage GMB Reviews via the Google My Business API.	Google Sheets	Two Octobers + AgencyAutomators
		<input type="checkbox"/>	PlePer Local SEO Tools	Browser Extension	PlePer
		<input type="checkbox"/>	GMBSpy: View Google My Business "Categories"	Browser Extension	George Nenni
		<input type="checkbox"/>	Local Citation Finder	Web Based	Whitespark
		<input type="checkbox"/>	Google Review Link Generator	Web Based	Whitespark
		<input type="checkbox"/>	Local Search Results Tool	Web Based	technicalseo.com
		International SEO Tools	<input type="checkbox"/>	Google Search Console International Targeting Report	Web Based
	<input type="checkbox"/>		The Hreflang Tags Generator Tool	Web Based	Aleyda Solis
	<input type="checkbox"/>		Free Hreflang Generator	Google Sheets	Relgrowth
	<input type="checkbox"/>		Hreflang Tags Testing Tool	Web Based	technicalseo.com
	<input type="checkbox"/>		Hreflang Validator	Web Based	Sistrix
	<input type="checkbox"/>		Locale-Adaptive Pages Testing Tool	Web Based	technicalseo.com
	JavaScript SEO Tools	<input type="checkbox"/>	Parito	Web Based	iPullrank
		<input type="checkbox"/>	View Rendered Source	Chrome	Jon Hogg
		<input type="checkbox"/>	JavaScript rendering check	Web Based	searchVIU
		<input type="checkbox"/>	Fetch & Render	Web Based	Technicalseo.com
		<input type="checkbox"/>	Web Developer Extension	Chrome	Chris Pederick
		<input type="checkbox"/>	Screaming Frog SEO Spider	Desktop Based	Screaming Frog
	SEO Forecasting Tools	<input type="checkbox"/>	SEO Forecasting Template in Google Sheets	Google Sheets	Tom Capper
		<input type="checkbox"/>	A Google sheets template for SEO traffic forecasting	Google Sheets	Kevin Indig
		<input type="checkbox"/>	How to Use Data Forecasting for SEO [Scripts Included]	Python Script	Patrick Stox
		<input type="checkbox"/>	Morphio SEO Forecasting Template	Google Sheets	Morphio
		<input type="checkbox"/>	SEO Forecasting in Data Studio	Google Data Studio	John McAlpin / Search Engine Journal
		<input type="checkbox"/>	Forecasting SEO Impacts on Organic Traffic	Google Sheets	Robin Rozhon
	Wordpress SEO Plugins	<input type="checkbox"/>	Yoast SEO	Wordpress Plugin	Yoast
<input type="checkbox"/>		Rank Math SEO	Wordpress Plugin	Rank Math	
<input type="checkbox"/>		All in ONE SEO	Wordpress Plugin	All in One SEO	
<input type="checkbox"/>		Site Kit by Google	Wordpress Plugin	Google	
<input type="checkbox"/>		The SEO Framework	Wordpress Plugin	The SEO Framework	

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	SEO Audits Templates	<input type="checkbox"/>	SEOPress	Wordpress Plugin	SEOPress
		<input type="checkbox"/>	The 100% Free Tech SEO (+ Beyond) Site Audit Checklist	Google Sheets	Moz
		<input type="checkbox"/>	242 Point SEO Audit Checklist (updated for 2021)	Google Sheets	Andrew Drinkwater
		<input type="checkbox"/>	Annielytics Site Audit Checklist	Google Sheets	Annie Cushing
		<input type="checkbox"/>	The Comprehensive Guide to Technical SEO Audits	Google Sheets	Benjamin Estes / Brainslab
		<input type="checkbox"/>	Technical SEO Audit (188+ Steps And Free Audit Template)	Google Sheets	Olga Zarzeczna
		<input type="checkbox"/>	SEO Audit Template	Google Docs / Word / PDF	Backlinko
		<input type="checkbox"/>	SEO Audit Checklist: Our Ever-Changing List	Google Sheets	Ian Lurie / Portent
		<input type="checkbox"/>	How to Run an SEO Focused Content Audit	Google Sheets	Ryan Stewart Webris
		<input type="checkbox"/>	How to Do a Content Audit and Boost Your Organic Traffic [Template Included]	Google Sheets	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	The Guide to SEO Content Audits	Google Sheets	Benjamin Estes / Brainslab
		<input type="checkbox"/>	The Quick-but-Thorough Local SEO Site Audit	Google Sheets	Whitespark
		<input type="checkbox"/>	50+ Point Local SEO Checklist to Supercharge Your Local Marketing	Google Sheets	Adam Steele / Loganix
	Google Search Console Guidelines	<input type="checkbox"/>	Beginners guide to Search Console	Guide	Google
		<input type="checkbox"/>	Google Search Console: The Definitive Guide	Guide	Backlinko
		<input type="checkbox"/>	Google Search Console: A Complete Guide for SEOs	Guide	Anna Crowe / Search Engine Journal
		<input type="checkbox"/>	How To Perform An SEO Audit Using Google Search Console	Guide	Olga Zarzeczna
		<input type="checkbox"/>	How to Use Google Search Console to Improve SEO (Beginner's Guide)	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	The Definitive Guide to Google Search Console	Guide	Nick Brown / Ahrefs
HTML & CSS	<input type="checkbox"/>	How To Learn HTML for SEO	Guide	Joe Hall	
	<input type="checkbox"/>	HTML tags you can't do without in 2021	Guide	SE Ranking	
	<input type="checkbox"/>	8 HTML Tags Essential for SEO	Guide	Andrei Prakharevich / SEO Powersuite	
	<input type="checkbox"/>	HTML Basics	Guide	Mozilla Developer Network	
	<input type="checkbox"/>	Intro to HTML/CSS: Making webpages	Guide	Khan Academy	
	<input type="checkbox"/>	JavaScript basics	Guide	Mozilla Developer Network	

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9. Complement your SEO Knowledge	JavaScript	<input type="checkbox"/>	The Modern JavaScript Tutorial	Guide	JavaScript.info
		<input type="checkbox"/>	HTML/JS: Making webpages interactive	Guide	Khan Academy
		<input type="checkbox"/>	Modern JavaScript Fundamentals	Guide	Dan Wellman / EnvatoTuts+
		<input type="checkbox"/>	Learn JavaScript - Full Course for Beginners	Video	freeCodeCamp.org
	Soft Skills	<input type="checkbox"/>	21 Soft Skills to supercharge your in-house SEO team	Guide	John Shehata / SEMrush
		<input type="checkbox"/>	7 Critical Communication Skills That Get SEO Recommendations Implemented (and Retain Clients Long-term)	Guide	3Q Digital
		<input type="checkbox"/>	10 Skills Every SEO Expert Should Have	Guide	Hannah Evon / Higher Visibility
		<input type="checkbox"/>	Thriving as an SEO Specialist: Frameworks & Tips to Manage Complex SEO Processes	Presentation	Aleyda Solis
	Google Analytics	<input type="checkbox"/>	The Beginner's Definitive Guide to Google Analytics	Guide	Phil Pearce / SEMrush
		<input type="checkbox"/>	Google Analytics Tutorial 2021 // Step-By-Step Google Analytics 4 & Universal Analytics Walk-Through	Video	Loves Data
		<input type="checkbox"/>	The Ultimate Guide to Google Analytics in 2021	Guide	Aja Frost / Hubspot
		<input type="checkbox"/>	How to Use Google Analytics to Improve SEO Performance	Guide	Michal Pecánek / Ahrefs
		<input type="checkbox"/>	15 Ways to Use Google Analytics to Track Your SEO Efforts for Free	Guide	Elise Dopson / Databox
		<input type="checkbox"/>	Google Analytics 4 Guides Series	Guide	Himanshu Sharma / Optimize Smart
	Google Data Studio	<input type="checkbox"/>	Getting Started with Google Data Studio	Guide	Julian Juenemann / Measure School
		<input type="checkbox"/>	The Ultimate Guide to Google Data Studio in 2021	Guide	Aja Frost / Hubspot
		<input type="checkbox"/>	Google Data Studio Tutorial for Beginners	Video	Loves Data
		<input type="checkbox"/>	The Ultimate Guide to Google Data Studio 2021	Guide	Chris Hamlin / Data Studio Templates
		<input type="checkbox"/>	Google Data Studio Tutorial with Free PDF ebook	Guide	Himanshu Sharma / Optimize Smart
		<input type="checkbox"/>	How to Create a Killer SEO Dashboard in Google Data Studio [Simple Guide]	Guide	Hunter Branch / Netpeak Software
		<input type="checkbox"/>	The Beginner's Guide to Google Tag Manager	Guide	Shannon Dunn / Brain Labs Digital
<input type="checkbox"/>		The Beginners Guide to Google Tag Manager	Guide	Phil Pearce / SEMrush	
<input type="checkbox"/>		Google Tag Manager Tutorial: A Step-By-Step Guide To Getting Started With GTM	Guide	Jeff Sauer / Data Driven	

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	Google Tag Manager	<input type="checkbox"/>	Google Tag Manager: A Simple Tutorial	Guide	Caroline Forsey / Hubspot
		<input type="checkbox"/>	The Beginners Guide to Google Tag Manager	Guide	Measure School
		<input type="checkbox"/>	The Quick & Practical Guide To Google Tag Manager (With 10 Videos!)	Guide	Leveling Up
		<input type="checkbox"/>	GTM Tips	Tips	Simo Ahava
	App Store Optimization	<input type="checkbox"/>	What is App Store Optimization? Ultimate Guide to ASO in 2021	Guide	Genie / App Radar
		<input type="checkbox"/>	App Store Optimization (ASO) Guide	Guide	The Tool
		<input type="checkbox"/>	The Complete App Store Optimization (ASO) Guide (2021)	Guide	Jonathan Fishman / Storemaven
		<input type="checkbox"/>	A Complete Guide to App Store Optimization (ASO)	Guide	Lee Wilson / Search Engine Journal
		<input type="checkbox"/>	An In-Depth Guide to App Store Optimization (ASO)	Guide	Connor Lahey / SEMrush
	Start an SEO Business	<input type="checkbox"/>	How to Start an SEO Company	Guide	seo.co
		<input type="checkbox"/>	How to Start an SEO Business in 6 Steps	Guide	Joshua Hardwick / Ahrefs
		<input type="checkbox"/>	How to Build a Successful SEO Agency	Guide	Anastasia Sidko / SEMrush
		<input type="checkbox"/>	How Can I Set Up an SEO Agency?	Guide	Tony Wright / SEMrush
		<input type="checkbox"/>	"4 Pillars" to Starting & Growing an SEO Agency	Guide	Ryan Stewart