1. Recursos / Articulos Adicionales a echar un vistazo

https://moz.com/blog/illustrated-seo-competitive-analysis-workflow
http://www.stateofdigital.com/cms-seo-requirements-checklist-2015-edition/
https://moz.com/blog/the-international-seo-checklist
http://www.stateofdigital.com/seo-alerts-monitor/
http://searchengineland.com/3-actions-get-ready-googles-mobile-search-update-215662
http://searchengineland.com/7-key-seo-activities-can-now-automated-223471
http://searchengineland.com/7-key-questions-unlock-growth-opportunities-seo-audits-227428
https://moz.com/blog/achieving-an-seo-friendly-domain-migration-the-infographic
http://www.slideshare.net/aleydasolis/cmo-hacer-una-auditora-de-enlaces

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2. Herramientas a comenzar a usar:

* Estudio de palabras clave:

http://www.semrush.com/
http://keywordtool.io/
http://kwfinder.com/
https://moz.com/tools/keyword-difficulty

* SEO Técnico & Contenido:

http://www.screamingfrog.co.uk/seo-spider-4-0/
https://www.deepcrawl.com/
https://es.onpage.org/
http://urlprofiler.com/
http://www.copyscape.com/
http://www.ranktank.org/

* Link building

http://buzzsumo.com/
http://cognitiveseo.com/
https://kerboo.com/
https://majestic.com/
https://moz.com/researchtools/ose/
http://pitchbox.com/
http://pitchbox.com/

* Monitorización SEO

https://www.serpwoo.com/
http://seomonitor.com/
http://www.google.com/analytics/
https://www.google.com/webmasters/tools/home?hl=es