SEO Blog Post Checklist

|  |  |  |
| --- | --- | --- |
| **Task** | **Done?** | **Notes** |
| **Keyword usage** |  |  |
| **Keywords used naturally** | Y/N | Don't sacrifice the readability of your content for keywords. Google prefers natural language, and it will understand what you mean even if you don't use the keywords exactly as they appear in your search data. |
| **~1 keyword per 300 words** |  | There's no hard rule for how many keywords should be in your article, but for general guidance, aim to have around one keyword for every 300 words. |
| **Focus keywords in the title** |  | Most articles should have one focus keyword, then 4 - 5 other secondary keywords related to the same topic. That focus keyword should be featured in the headline/title of the content. |
| **Keywords in subheaders** |  | Throughout your content, you should be using subheaders to break up the text. Try to fit some of your keywords into those subheaders. |
| **Linking** |  |  |
| **Internal links to related content** | Y/N | Does your article link to other articles or landing pages on your website? No more than five. |
| **Keywords as anchor text** |  | If you have keywords in this article that are relevant to other articles/pages on your site, use them as anchor text for internal links. |
| **Links open in a new tab** |  | Any links you have to third-party sites should be set to open in a new tab. You want to keep people on your site (lower bounce rate). |
| **Readability** |  |  |
| **Word count is appropriate** | Y/N | The content of your article should dictate the word count---stop writing when you've said everything, and don't add fluff just to reach an arbitrary wordcount. That being said, most successful SEO content pieces have at least 2,000 words. |
| **Bullet points and lists throughout** |  | Bullet points and numbered lists break up your content and make it easier to digest. This is especially important for explainer articles, which should feature step-by-step guides. |
| **Simple language** |  | Big words and flowery language are a no-no for SEO. Google prefers simple, straightforward language. Even if you tackle complex topics, but do it with language that any reader can understand. |
| **Subheaders & sections** |  | Subheaders and frequent paragraph breaks help make content easier to digest. Avoid walls of text at all costs, and aim for short paragraphs (two to three sentences max). |
| **Bonus: Table of contents** |  | A clickable table of contents helps readers jump to the sections they want to see the most. This should be featured at the top, or as a side bar on your article. |
| **Metadata** |  |  |
| **Title tag is 50 - 60 characters** | Y/N | The title tag can be the same as the headline of the article, or you can create something unique. Either way, keep it under 50 - 60 characters, and try to include your focus keyword. |
| **Metadescription is 150 - 160 characters** |  | The metadescription is the blurb that shows up on a Google search-results page. It should tell the reader what the article is about, and entice them to click through. |
| **Subheaders are marked as H2** |  | As you upload your content, make sure the subheaders are marked as H2. This tells Google they are worth noticing. You may also have sub-subheaders, which should be marked H3, and so on. |
| **Images have alt descriptions** |  | When you upload images for your content, give them a good alt description. The alt description should describe the image, and if you like, include your business name. |