

SEO Content Checklist

Content Planning

- ☐ Define your target audience
- ☐ Identify the primary keyword for your article
- ☐ Identify secondary and long-tail keywords for headings
- ☐ Develop a content outline based on keyword research
- ☐ Identify intent of target keywords (informational, transactional, etc.)

Competitive Analysis

- ☐ Analyze top-ranking competitors for your primary keyword
- ☐ Identify and incorporate their best practices
- ☐ Identify gaps in their strategy/content and capitalize on them

Content Creation

- ☐ Create high-quality, original content
- ☐ Ensure the content is actionable and offers value
- ☐ Use simple, easy-to-understand language
- ☐ Ensure content readability (consider using tools like Hemingway Editor and Grammarly)
- ☐ Include long-tail and NLP keywords in the content
- ☐ Use a compelling headline
- ☐ Make the first paragraph enticing
- ☐ Incorporate links to other content and relevant and credible external links
- ☐ Implement schema markup where applicable

Title Tag

- ☐ Create unique title tags for each page
- ☐ Include the primary keyword in the title tag
- ☐ Keep title tag length within 50-60 characters
- ☐ Make title tags compelling to improve CTR

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Meta Description

- ☐ Write unique meta descriptions for each page
- ☐ Include the primary keyword in the meta description
- ☐ Keep meta descriptions within 150-160 characters
- ☐ Make meta descriptions compelling to improve CTR

Headers

- ☐ Use header tags (H1, H2, H3, etc.) strategically
- ☐ Include the primary keyword in H1
- ☐ Use secondary and long-tail keywords in H2, H3, etc.

Images

- ☐ Use relevant images to breakup text for easier reading experience
- ☐ Use appropriate file names for images
- ☐ Use alt tags for all images
- ☐ Compress images for faster load time, size images accurately to avoid having to resize on rendering
- ☐ Use captions where appropriate

url Structure

- ☐ Include the primary keyword in the URL
- ☐ Make the URL descriptive and concise
- ☐ Use hyphens to separate words in the URL

User Experience

- ☐ Ensure website navigation is user-friendly
- ☐ Check for mobile usability
- ☐ Use breadcrumbs
- ☐ Ensure site design is clean and engaging
- ☐ Use a clear, easy-to-find CTA (call-to-action)