

Blog Post SEO Checklist

- o Choose the keyword or set that you want this post to rank for.
- o Create an appealing and interesting title, 40-69 characters long, with keywords.
- o Use an H1 or H2 heading at the top of your post with keywords.
- o Make sure your keyword is mentioned in the description tag.
- o Write a description tag between 135 and 160 characters, with keywords.
- o Is your first paragraph fabulous, will it draw your reader in? If not, change it!
- o Do you sound natural in your tone, instead of robotic, with relevant language?
- o Make sure that your main keyword is mentioned in the body of your blog post, at least 3-4 times, in a relevant but relatable way. No speaking like a robot!
- o Does your blog post include synonyms that Google associates with your keywords?
- o Do you have at least two links to reputable sources?
- o Do you have 2-3 links to relevant pages on your own site?
- o Are all of your images named appropriate, including your keyword?
- o Do all image captions have your appropriate and relevant keyword information?
- o Do your images all have relevant and appropriate keyworded alt-text?
- o Does the voice of your post fit the tone of your blog and editorial guidelines?
- o Is your blog post optimized based on your ideal client?
- o Did you include at least one call to action, in the middle or at the end?
- o Do you have at least 2-3 H2 or H3 tags within the text to make it easy to read?
- o Is your text broken up, sometimes with bullet points or other, to make it easier to read overall?
- o Do all of your links open into new tabs?
- o Do you have a green light in Yoast?
- o Does your permalink have your appropriate keywords and title information?
- o Have you scheduled at least three social media posts, with keywords, to go with the publication of this blog post?