CONTENT OPTIMIZATION

SEO Checklist

CONTENT

- ☐ At least 300 words on each page
- ☐ All content is unique to each page, not duplicated elsewhere
- ☐ Optimized with search phrases
  - ☐ 2+ search phrases present in the content
  - ☐ At least one search phrase in the first paragraph and/or headline
- ☐ Include at least one internal link and one external link (preferably higher up on the page) if relevant
- ☐ Prioritize most valuable internal links
- ☐ Focus on a long-tail keyword you're hoping to rank for

TITLE TAGS

- ☐ Composed of search phrases (relevant, high volume, competitive keywords)
- ☐ Each blog should be categorized and tagged appropriately
- ☐ Use preexisting tags unless necessary

META DESCRIPTIONS ON SITE

- ☐ Include at least one search phrase
- ☐ Contain the focus keyword
- ☐ Between 120 and 160 characters long
- ☐ Accurately reflect the content
- ☐ Avoid using stop words if possible

URLS

- ☐ Should include the focus keyword
- ☐ Use long-tail keywords if possible
- ☐ Should be less than 50 characters

IMAGES

- ☐ Always include alt tags in any images, featured or inline
- ☐ Alt tags should describe exactly what the image is
- ☐ For blog header images, reiterate the blog title

Best Practices

▶ Write valuable, useful content on each page. Avoid fluffy content that provides no real information for the user.

▶ Do not "keyword stuff," or pack the content with search phrases. Integrate search phrases naturally.

▶ Use bullet points, numbers, bold type, short paragraphs and headers for better readability.

▶ Include external links to high-quality, reputable sources to add authority to your content and SEO value.

▶ Avoid using the same content on multiple pages. Search engines view this as a technical issue and have a difficult time differentiating which page to rank.