



# CONTENT PERFORMANCE OPTIMIZATION CHECKLIST

Ensure your content is usable, useful and findable by using this checklist before publishing each piece of content.

☐ A. Your title tag includes the focus keyword at the beginning and is no more than 70 characters.

☐ B. The meta description is 120 to 158 characters and includes keyword phrases and your organization name.

☐ C. You include a publication date (and it's up-to-date if you've refreshed the content).

☐ D. You use bulleted lists to break up blocks of text and make it easier to scan.

☐ E. You link to other pages on your site from this page.

☐ F. Aim to write your content at a grade 9 level or less (short paragraphs, sentences and words; active voice, not passive).

☐ G. You link to relevant and reputable 3rd party websites from this page.

☐ H. Your content needs to be at least 300 words long (longer is better, but Google doesn't favour 2,000 words over 600).

## Google search result

Focus Keyword Adipiscing Elit Sed Do Eiusmod

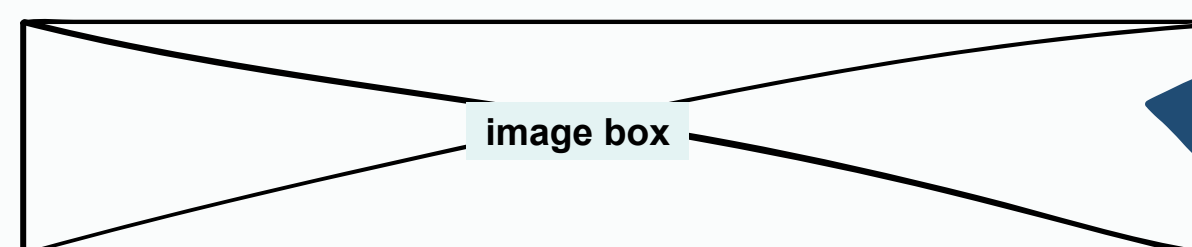
<https://www.company.com/blog/keyword-url-slug>

Publication date - Meta description. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Your web page

H1 Focus keyword page title

Publication date



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- veniam
- quis nostrud
- exercitation

H2 Subheading with secondary keyword

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H3 Subheading

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H3 Subheading

Amet mattis focus keyword vulputate enim nulla aliquet porttitor. Donec massa sapien faucibus et molestie ac feugiat sed. Nisi vitae suscipit tellus secondary keyword mauris a.

Call to action

☐ I. The URL slug is 2 to 3 words and includes the focus keyword; the words are hyphenated.

☐ J. Your main heading (page name) is an H1 and includes the focus keyword near the beginning.

☐ K. You've added a relevant image with a keyword-rich alt tag.

☐ L. Add H2 and H3 subheadings throughout - try to use your focus keyword once, and secondary keywords in others.

☐ M. You include focus and secondary keyword variations throughout the body content (but don't overstuff - it has to sound natural!).

☐ N. All links use keywords from the page it links to—no "click here"!

☐ O. You've got a persuasive call to action (button or text link) at the bottom of the page that links to a conversion event.

Is your content performing?  
Here are 11 metrics to track:

### Incoming metrics

- How many people did each channel send?
- How many pageviews?
- What keywords brought them here?
- Where were they before this page?

### Engagement metrics

- How long did they spend on the page?
- How many other pages did they look at?
- How many people shared this content and where?

### Outgoing metrics

- How many people left immediately (bounce & exit rate)?
- Where did people go next?
- How many clicks on your call to action (download, buy, request, etc.)?
- What is the conversion rate?