

SEO Content Checklist

Use this checklist for every blog post you write to ensure your content is ranking as high as possible in the search engines when you publish it on your website.

- 1,500-2,000 words minimum
- Include a meta description and be sure that the focus keyword is in the meta description
- Lists should be numbered if they are to be followed in a specific order, otherwise use bullets
- Use headers (H2 and H3) to break up large blocks of text
- Include at least 3 internal links to your own content (linking to posts that are already ranking well, will help them rank even higher)
- Use the main keyword in the blog at least 5 times, with related keywords 2-3 times
- Set all links in the blog post to open in a new tab
- Include 2 external links/citations (must be highly credible websites)
 - Never link to a competitor
- Keep paragraphs short. No longer than 4-5 lines.
- Use a combination of 1-3 images, videos, and/or embedded social media posts
- Write relevant alt text on each image
- Include the author bio at the bottom of every post. This improves authority (and therefore rankings)
- CTA: Each post will have one main call to action. This should be included towards the beginning and end of every blog post.

