

BLOG SEO CHECKLIST

1 Keywords

- Select a maximum of 1-2 keywords (KW) for your post.
- Create a catchy title, 40-69 characters in length, containing your KW.
- Meta description also contains your target KW, max 135-160 characters.
- Make sure your KW and it's synonyms are used naturally throughout the body of the post.

3 Images

- Try and use original custom-made artwork and images in your post.
- Images should be relevant to the post and your brand.
- Be sure all images used have a descriptive tag that includes the KW.
- Give the proper credit to any sources for images that aren't yours.

2 Links

- Include at least 2 outbound links to reputable resources, and back up any facts you use.
- Use 2-3 internal links to your own related site pages.
- Make sure all of your links open in new tabs.
- Include a Call to Action to offer the reader more.

4 Readability

- Break up your post with catchy headers utilizing H2 and H3 tags.
- Break up your post with bulleted lists and avoid long paragraphs.
- Make sure topic, tone and word choice are aligned with your target buyer persona.
- Limit the number of topic tags used.

*This checklist does not contain mobile optimization tips for your blog/website.