

SEO Blog Checklist

- Choose Focus Keyword(s)
- Include Focus Keyword(s) in Title
- Place focus keyword(s) at the beginning
- Include Focus Keyword(s) in the First Paragraph
- Include Focus Keyword(s) in at Least One Higher-Level Subheading
- Hit Target Word Count
- Minimum:** 300 words
- Solid:** 1000 words
- Optimal:** 1500+ words
- Focus Keyword(s) Appear 1-3% in Blog
- Complete Meta Description
- Includes focus keyword(s)
- Maximum character count of 155
- End with a Call to Action like "Learn more", "Explore...", "Read..."
- Include 2-3 Inbound Links in Body Copy
- Include 2-3 External Links in Body Copy
- Add Alternative (Alt) Text to Images Used in the Blog
- Include focus keyword(s) in the alternative (alt) text when applicable
- Create a Scannable Structure of the Body Copy
- Use proper header tags (<H1>, <H2>, <H3>, etc.) for the headings to illustrate the text structure