

BLOGGER'S SEO CHECKLIST

Copy, paste & customize for your needs

☐ **Pick Your Target Keyword(s)...and Use Them *Sparingly***

- [Use Google AdWords Keyword Planner](#) to search for keyword ideas, get historical statistics, and see how a list of keywords might perform.
- Use your keywords sparingly -- no more than 2-3 times per post

☐ **Keep Your Title Tags under 55 Characters**

- If your title tag is too long, it will get cut off search engine ranking pages

☐ **Keep Your Meta Descriptions under 140 Characters**

- Meta descriptions should be relevant, engaging, and under 140 characters. Don't use this space to paste all of your target keywords . Use it to tell your audience what they can expect from your post.

☐ **Diversify Your Anchor Text**

- Link long tail phrases that are relevant to the the destination you're sending readers.

☐ **Rename and Add Alt Text to Images**

- Give your images a title and alt text to add extra keyword power to your post.

☐ **Keep Your Content Relevant and Human**

- Black-hat SEO tricks don't help rankings. Great content does.

☐ **Share, Share, Share!**

- Search algorithms incorporate social signals into their ranking factors.