

SEO Checklist For Blogs

Although it's not mandatory to hit every single point on this checklist, the more that you do manage to do, the better the SEO optimization on your blog post will be.

- ☐ Keyword phrase is in the blog's title.
- ☐ Keyword phrase appears approximately once per every 100-150 words.
- ☐ Keyword phrase appears in approximately 50% of the headings.
- ☐ Keyword phrase is in the URL.
- ☐ Keyword phrase is in the meta description which is no longer than 160 characters including spaces.
- ☐ Keyword phrase is in the page title (SEO title) which is no longer than 60 characters including spaces.
- ☐ Blog contains an internal link whose anchor text does not include the keyword phrase.
- ☐ Make sure the keyword phrase is unique to the blog you're writing.
- ☐ Blog length at least 500 words. 750 words as a minimum is better.
- ☐ Blog contains an outbound link whose anchor text does not include the keyword phrase.
- ☐ Alt-tags on images contain the keyword phrase.
- ☐ Avoid passive voice.
- ☐ The bulk of sentences are 20 words or less.
- ☐ Use subheadings to break up text about every 250-300 words.
- ☐ Keep paragraphs fairly short. Rule of thumb is no more than 4 lines of text when viewed with default settings in Word or Google Docs.
- ☐ The blog is well-written to engage intended readers.
- ☐ Blog contains a call to action.
- ☐ Minimize the use of past tense.
- ☐ Use internal linking
- ☐ Use external linking