

SEO Content Checklist

- ☐ Unique title with the main KW between 40 and 60 characters
 - ☐ Same H1 structure for country-specific pages
- ☐ The Intro paragraph is specific to the topic, is a summary of the main article points
 - ☐ Mention the main keyword within the first sentence or paragraph
- ☐ Visuals
 - ☐ Pictures and icons are compressed / not too large (let's not use images that are larger than 100kB)
 - ☐ Directly relevant to the paragraph they are next to
 - ☐ The image title is a KW
 - ☐ Alt-text is a KW
 - ☐ Are not linked
- ☐ FAQ
 - ☐ FAQ Title is relevant to the page (includes the main KW if possible, for example, "FAQs on ETIAS Requirements for Georgian citizens")
 - ☐ Questions are relevant to the page, taken from Google with the same exact wording as provided in the search (if there are no related questions in Google, try to come up with natural questions using the keywords)
 - ☐ The first sentence of the answer should be very precise - e.g. yes/no and an explanation afterward. Answers should be between 50-150 words
 - ☐ It is recommended to use a keyword in every answer
- ☐ Inbound and Outbound Links (internal links & high authority links)
 - ☐ Always linked in the paragraph (Not the title)
 - ☐ Hyperlinked text is descriptive of the linked page (Isn't vague or misleading)
 - ☐ Ideally link more than a single word

SEO Content Checklist

- ☐ Use at least 1 external link (to high authority pages) per every 300 words
- ☐ High authority pages should have domain authority 60+ or be governmental/educational/official websites (no Wikipedia!)
- ☐ Must include interlinks! At least 2 internal links per every article/page
- ☐ Metas
 - ☐ Title is relevant, and between 400px-600px
 - ☐ A description is cohesive, catchy, between 500-920 px
 - ☐ Both Title and Description must include at least 1 KW
 - ☐ Description can have 2
- ☐ Featured image
 - ☐ Directly relevant to the topic
 - ☐ Has Alt-text (KW)
- ☐ Keywords
 - ☐ Don't alter KWs (You can Capitalise the letters if necessary)
 - ☐ 100-150 words between each KW
 - ☐ Include KWs in the headings as much as possible (H1, H2, H3)
- ☐ Headings
 - ☐ Every page should have H1 (which is the main page title and includes the main keyword)
 - ☐ Every page should have H2 titles (unless it's a contact page or a page with no subtitles needed)
 - ☐ Subheadings should be used in order (use H2 first and H3 afterward, you can't use H3 if you have no H2 coming first in the text)
- ☐ Text Length
 - ☐ Landing page texts must be at least 300 words
 - ☐ News posts must be at least 500 words
 - ☐ Contact / About Us pages can be less than 300 words

SEO Content Checklist

- ☐ Slugs (URLs)
 - ☐ Short and precise
 - ☐ Includes KW