



THE ESSENTIAL BLOG POST
SEO CHECKLIST



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Before you press publish, make sure to follow these best practices to set your post up right. Start attracting your ideal readers (or potential customers) through search!

Conduct keyword research prior to writing your article


- Use Google's FREE [Keyword Planning Tool](#)
- Find [long-tail keywords](#) to optimize for
 - Less competition, more relevant
- [Intent](#): are you optimizing for navigational, informational, or transactional searches?
- Other great tools to check out for ideas:
 - [Story Base](#)
 - [KeywordTool.io](#)
 - [Word Stream](#)
 - [UberSuggest](#)

Add keyword to URL

- The keyword should be a part of the URL, like so: <http://www.YOURBLOG.com/KEYWORD>
- Eliminate categories and dates in your URL structure so it's easier to rank for your specific keyword.

Add keyword to title

- Add keyword to H1 heading tag. There should only be one per page. H1 heading tags signify relevance to search engines.

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- Usually, the H1 heading tag and Metafile tag are the same, when it comes to blog posts.

Add keyword to meta description

- The meta description is a the description that displays under the title in a search engine results page. Add your keyword and a compelling reason for someone to click through.

Add keyword to subheadings

- Add keyword to H2 tag, and as many other headings as possible.
 - H2 headings signify sub headings to search engines
 - H3H6 are additional sub heading tags you can use.
 - You can use multiple H2H6 tags on every page.

Add keyword to content

- Add keyword to content as many times as possible, but don't overdo it to the point that it sounds weird.
 - Add keyword to content at least **4 times per 500 words** (though everyone has [their own opinions about ideal keyword density](#)).
 - Use different text decorations to draw additional relevance to keyword in text, including underlining, italicizing and **bolding** the keyword.

Add keyword to images

- Add keyword to image:
 - Title
 - ALT tag
 - file name
- Make sure to do this for every image on the page.



Social icons

- There are certain parallels between social media activity and a great SEO score. Make it easy for people to share your posts with their followers by adding share buttons like [Social Warfare](#).

Add internal links

- Make it easy for Google to index your blog by creating connections for it within your website.
- Link to similar pages and posts.

Add external links

- Use external links (to other blogs or websites) to draw a connection between your site and another.
- It's an opportunity to give your information a credible source.
- Also an opportunity to make a connection with someone who may be willing to help you share your post.

Is post length ideal?

- 500+ words is ideal, but [the more words, the better signal of quality to Google](#).

Check your work

- The [Yoast SEO plugin](#) will help you find and correct general SEO errors.

- Looking for more help? [Get in touch!](#)