

SEO Content Checklist

Post Name _____

Keyword _____

SEO Research Phase

- Have you evaluated the pages ranking page one and are confident the research/content you are creating is the proper fit for the query?
- Are the ranking posts from websites that are similar to yours (topic, DA)?
- Have you created a post outline that quickly answers that main problem(s) of the SERP?
- Do you have a list of related keywords to target? Can you incorporate the questions in the PAA box?
- Is the keyword incorporated in one of the first two paragraphs of the copy?
- Is the keyword incorporated in the URL?
- Is the keyword incorporated near or at the front of the title?
- Have you included a meta description that's 155 characters and includes the keyword once, if applicable?

Research/Writing Phase

- Is the data available recent (ideally, no later than ~5 years old)?
- Does the post have a minimum of 300 words?
- Is the post easily scannable? That is, does it contain images every 4-5 paragraphs max, are paragraphs 5-6 lines tall max, and do you use subheads and bolds to guide the post/make it readable/enjoyable for lazy readers?
- Have you linked to a category page (preferably one that's ranking) or homepage?
- Have you linked to related, helpful blog posts throughout?
- Have you included a call to action at the end?

Post-Research

- Are all of the images fair use and properly cited?
- Are all of the images high quality, non pixelated, on brand, and resized for the web (no bigger than 800kb for hero, 200kb for the rest)?
- Is the post content consistently formatted in terms of font size, spacing between images and text, and etc?
- Has the post been edited for spelling and grammar?
- Is the post content optimized for mobile? You can usually check for this by resizing your browser to mobile-width.
- Are you confident the end product we've created is the most comprehensive and/or authoritative for the topic of all the content ranking page one?
- Does every image have accompanying alt text?
- Is the hero image and thumbnail uploaded in the correct sections?
- Is the page tagged with a category (if applicable)?