

# CONTENT SEO CHECKLIST

## 2023 / 24

## THE "PERFECT BLOG POST"

Truth is, there's no recipe for perfection. Search Engines consider hundreds of factors and are improving daily. However, by following all the items below, you're surely halfway there to better organic rankings.



-  **A CLEAR INTRODUCTION.** briefly answering the main questions addressed in the topic
-  **MORE IS BETTER** the more in-depth you can cover the topic the better. Use "People Also Ask" queries to expand with relevant content
-  **CREATE AN INDEX** if the post is very long, add anchor links for each section of the post.
-  **PLACE YOUR KEYWORDS SMARTLY** once in the introduction and in every H1/2/3 Tags, and several across the body
-  **USE SYNONYMS & SIMILAR TERMS** to your keywords. Eg. "What is a marketing?" "marketing definition"
-  **BREAK & FORMAT THE TEXT** Break it in sections, with big titles and subheadings
-  **AVOID LONG PARAGRAPHS** or blocks of texts. Break it into small paragraphs.
-  **USE BOLD, QUOTES & CALLOUTS** to highlight the key sentences along the article
-  **NUMBERED LISTS & BULLET POINTS** these allow a quicker read and are more likely to engage users
-  **HIGH QUALITY IMAGES** several along the text, compressed to the lowest file size possible.
-  **ADD AN AUTHOR** Sign the articles with an author
-  **IMAGE ALT TEXT WITH KWS** all images with relevant alt text, including your keywords
-  **OPTIMISE IMAGE FILENAME** add descriptive terms. eg "marketing-metrics-chart.jpg" vs "photo123.jpg"
-  **INTERNAL LINKS** Link to other relevant articles and pages in your website. 3-5 per article
-  **EXTERNAL LINKS** Link to authority sites to show trustworthy sources & references 5-8 per article
-  **ADD EXPERT QUOTES** Add expert quotes and link to the author, to increase authority
-  **OPTIMISE LINK ANCHOR TEXT** Use relevant terms in the anchor text for links. Avoid "click here" or "learn more"
-  **INFOGRAPHIC SHAREABLE VISUALS** summarising the key points of the article in a visual and appealing way
-  **SUMMARISE IT IN A SHORT VIDEO** create a short video that covers what you are talking about in your article
-  **SCHEMA MARKUP** Don't forget to configure the schema markup
-  **THINK MOBILE** The reading experience needs to be amazing on all devices

EXTRA

### UPDATE FREQUENTLY

Update the same post every 1 year and keep the content fresh