



CREATING SEO-FRIENDLY CONTENT

SEO Checklist

Step One – Do some research

- Research your topic for keywords (Use Google Keyword Planner)
<https://ads.google.com/home/tools/keyword-planner/>
- Define your target audience and what they are looking for
- Consider a unique writing approach that you can be consistent with

Step Two – Draft your content

Create a strong post title using the H1 tag

- Use your main keyword(s) in your post title
- Your post title should be catchy, on-brand, and clear

Use 1000+ words

- Use your keywords within the first 100 words of your post
- Keep your content concise and your audience interested
- An article with valuable information is more likely to get shared

Pro Tip: Get creative with your writing but always consider your audience and how you might actually talk to them in person. Be real and intentional about your content.

Use internal and external links

- Include external links throughout your content
- Link keywords to supporting blog posts/pages/galleries
- Use most internal links near the beginning of the blog post

Pro Tip: Always set links to open in a new tab so that users can easily navigate back to the original post page and not be drawn away from your site.



Step Three — Format your content

- Break up your paragraphs in 2-3 sentences per paragraph
 - This makes the page easier to scan through, read, and intake.
- Use H2 and H3 headings to break up post topics
 - Using headers creates an easy-to-read, easy-to-scan post
 - Not utilizing headers can negatively impact your SEO
- Add optimized photos
 - Use progressive JPEGs and next gen file formats to ensure images load faster. Page speed is a ranking factor.
- Use purposeful images in each section of your post.
- Use your best photo near the top of your blog
- Images create credibility and interest
- Consider including video content
 - Blog posts with video are said to have a higher click through rate than plain text alone. Video content impacts multiple key SEO metrics and improves your search ranking helping you to climb higher up the search engine results page.
- Optimize your video content
 - As long as you optimize your media files, adding video to your website/blogs should have minimal impact on performance.

Reminders

- Always include a featured image
- Add video near the top of your page
- Include social sharing buttons
- Use clear headings, answer questions, and make it easy to quickly scan the post by using H2's and H3's.

Step Four — Optimize your content

- Add alt-text to all your images (Include your keywords)
- Optimize your H2's and H3's (Include your keywords)
- Write your SEO title and meta description (Include your keywords)
 - Use your main keywords at the beginning of the title
- Optimize your post 'slug'. Keep your URLs short but descriptive



Pro Tip: Yoast SEO can help you properly implement keywords on your pages and in your posts. Besides measuring your keyword density, Yoast also recommends improvements for your on-page SEO. Download and add the Yoast plugin on your website and get started!

Step Five – Share your content

- Ask your friends to share your content
- Find Facebook groups that would enjoy your post and share it
- Email your post to your email subscribers
- Share it on your Social Media platforms

Now you're really on your way to creating quality content with a much better understanding of on-page SEO. We hope this SEO checklist will help you create high-quality content that your audience will appreciate and Google will notice.

Let us know if you have any questions about this checklist — we are here to help!



We create strategic creative campaigns
that generate valuable results.

WHAT DRIVES YOUR MARKETING?