

# SEO CONTENT CHECKLIST

Before publishing content to your website make sure you go through the SEO Content Checklist and tick all boxes.

# SEO CONTENT CHECKLIST

## The writing process

### Know your audience

Do you know who your audience is? Did you identify their search intent and how to address their needs?

### Match your keywords

Does the page focus on a relevant keyword or keyword phrase?

### Secondary and clarifying keywords

Does the content contain keyword synonyms and variants as well as related secondary keyword phrases?

### Word count

Is the word count in the range of the top ranking pages for the target keyword?

### Linking

Did you include contextual links to other relevant pages? Is the anchor text descriptive and does the link placement make sense? Where possible and required, do you link to 3rd party sites?

### Headline (H1)

Does your page contain a unique headline? Does your headline contain the focus keyword?

### Content structure

Are your paragraphs and sentences short and easy to read? Is your text broken up and skippable? Do you follow a logical sequence from top to bottom?

## The editing process

### Page URL

Is the URL properly constructed and not overly long? Where possible, does the URL include your target keyword? Does it contain hyphens instead of spaces?

### Page title

Does your title tag contain the primary keyword? Is it unique and descriptive? Is it no longer than 65/70 characters?

### Meta description

Is the meta description unique? Does it contain keywords? Does it provide the reader with a reason to click? Is it no longer than 165 character?

### Multimedia

Do you have media on the page to break up the text and create visual interest? Are they properly sized and don't hold back page speed? Do they include alt tags or transcripts where needed?

### Grammar and spelling

Did you check your content for grammar and spelling mistakes?