

BLOG POST SEO CHECKLIST

POST CONTENT

A clear takeaway for reader?

Intro - a short 1-2 sentence summary of problem, high level overview of solution and how reader will benefit.

Main - Background and 'why' to the problem. Include examples, case studies, quotes and relevant data to support your case.

Solution - Is it clear, actionable and easy to digest? Does it provide a transformation (however small) for your reader?

Conclusion - Summarise key points, remind readers what they have learned and how they should use this new knowledge. What should they do next?

Content Upgrade - offer a valuable freebie download, challenge or PDF in exchange for email to add to list. Add share buttons to Thank You page.

POST FORMATTING & SEO

Focus Keyword set and used in URL, H1 Title, at least one H2 subheading, in the opening paragraph and a few times in body of post (see also visuals below).

Emotive headline of no more than 60 characters in length using a [Headline Analyzer](#)? Created meta title & description and achieved 'Green light' in Yoast?

More than 1000 words in length with paragraphs of no more than 2-3 sentences in length?

Contains Subheadings, bullets and tables to break up text, make it easily skimmable and add visual interest?

Contains links to internal blog posts and to pertinent external content? Related post suggestions at end of post to move visitors deeper into your blog?

Is it shareworthy? Have you included compelling Calls To Action such as 'Grab the Free PDF download', Click To Tweet & social media sharing buttons?

VISUALS

1 x Main Pinterest-friendly graphic (735 X 1102 Pixels) with keyword in description. Other shareable media - video, infographics, images, screenshots & slides?

Properly optimised (correct size and compression) images along with image filename, alt text and description all containing focus keyword?