Page Content SEO Checklist

Keywords

- What are the top keywords/keyphrases in this content? (3-5) Think about what people would type into a search engine to get to your page.

  1.
  2.
  3.
  4.
  5.

- Does the title of your page include 1-3 of your keywords/keyphrases?

Content

- The first paragraph should be a summary of what you will be talking about in your page content, around 100-150 words, include keywords/keyphrases. (This will be the excerpt for your page.)
- Content is written at an easy-to-understand reading level and is free from jargon.
- Content is skim-able, with clear headings to break up content.
- Headings are used in a sequential, descending order, and don't skip a level.
- Did you minimize fluff words, write in short sentences, utilize tables and bullet points as much as you can?
- Is there a minimum 300 words?
- Sprinkle your top keywords throughout your page.
- Is there any recent, relevant data you can share?

Meta description (the "clickbait")

- Does your meta description include all, if not most, of your identified keywords?
- Is it less than 155 characters?

Images

- Include 1-3 screenshots or images throughout the page, if applicable. i.e. step by step guide.
- Did you include alt text for your screenshots or images? *Note: do not include if it's purely decorative*

PAGE CONTENT TEMPLATE

POST DATE	
TITLE	
CLEAN URL WITH KEYWORDS	
CATEGORY *Bold the categories in which your blog post falls. (1-2)*	
CONTENT	

SCREENSHOTS & ALT TEXTS	

META DESCRIPTION (<155 characters)	