CONTENT OPTIMIZATION CHECKLIST

EXTERNAL LINKING

- ◯ Links to relevant resources
- ◯ 2-3 external links
- ◯ All links are to authoritative sites

INTERNAL LINKING

- ◯ Link to relevant blog pages
- ◯ Link from relevant blog pages
- ◯ First link to high performance pages
- ◯ Add link to the relevant lead magnet

IMAGES

- ◯ Add alt text to images
- ◯ Ensure file names are relevant to the content on the page, and include keywords when possible
- ◯ Optimize image size
- ◯ Add multiple images to page
- ◯ Use unique images, not stock images

URL

- ◯ Keep the URL as short as possible
- ◯ Keep URL descriptive
- ◯ Keep URL clean (no underscores)
- ◯ Use subfolders

UX & TECHNICAL

- ◯ Show default content to the user
- ◯ The page should be responsive
- ◯ Index page and include in sitemap
- ◯ Add structured data to the page
- ◯ Check page speed, keep under 3s
- ◯ Add an author box
- ◯ Add breadcrumbs at the top of page

TITLE TAGS

- ◯ Keep title tag aligned with post title
- ◯ Include keyword(s) in the title tag
- ◯ Write to "hook" users

META DESCRIPTION

- ◯ Include a call to action
- ◯ Keep under 300 characters

SEARCH INTENT

- ◯ Does your post match what Google prefers?
- ◯ Match top competitors formatting

CONTENT OPTIMIZATION CHECKLIST

QUALITY OF CONTENT

- ◯ Differentiate content compared to competitors
- ◯ Write for users, not for SEO
- ◯ Avoid jargon, note readability level
- ◯ Write content in small paragraphs
- ◯ In conclusion, outline core points

HEADING

- ◯ Include target keyword
- ◯ Make headline descriptive & attention-grabbing

INTRO PARAGRAPH

- ◯ Be attention-grabbing and outline the core benefits the users would get

SUBHEADERS

- ◯ Include keywords or related keywords in H2s and H3s
- ◯ Be unique and descriptive anticipating users' next questions

MISCELLANEOUS

- ◯ Repurpose content into different formats
- ◯ Review sales materials for additional content ideas
- ◯ Leverage internal statistics to make your content more valuable
- ◯ Utilize video if possible, YouTube