

Content + On Page SEO Checklist

IS MY CONTENT...

- Centered around a single topic or concept and:
 - Use a unique focus keyphrase
 - Include variations, synonyms and closely related words to my keyphrase
- At least 750 words (page) / 1000 words (post) in length
- Structured with headlines and subheads that are optimized and used correctly including:
 - A compelling primary headline that includes my keyphrase
 - A single H1 tag (usually the headline)
 - At least 3 subheads + BONUS points for:
 - Including keyphrase variations in subheads as much as possible
 - Making sections and subsections designations obvious
- Written for optimal readability using:
 - Shorter words, sentences and paragraphs with lots of white space and clear breaks
 - Transitions
 - And avoiding passive voice
 - And verified through the [Hemingway App](#)
- Providing context through links by:
 - Linking to outside your website to 2 to 3 authoritative posts on the topic
 - Linking to 2 to 3 related posts or pages on your website

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DO I ALSO HAVE...

- Compelling Title and Description Meta tags that include my keyphrase
- At least one supporting image that:
 - Includes the keyphrase in the image name (rename before uploading)
 - Is properly sized for website (ideally around 100kb in size)
 - Has an ALT text that describes the image + BONUS points if it:
 - Includes the keyphrase

WHEN ADDING TO MY WEBSITE, DID I...

- Have someone else proofread and grammar check
- Use a short URL including the keyphrase but not the entire title
- Select an appropriate Category
- Upload and add my image(s) and:
 - Include the ALT text
 - Set one as the featured image
- Add my elements to the SEO plugin and:
 - Tweak to maximize the Readability Score
 - Tweak to maximize the Optimization Score
 - Add custom social snippets (optional)