

SEO CHECKLIST

FOR ADDING A NEW PAGE OR POST

BEFORE YOU BEGIN

- Optional - Install Yoast SEO (or similar) *Yoast can only be used with WordPress*
- Choose a unique keyword/phrase to target (Google Keyword Planner or Ahrefs' Keywords Explorer)

For popular search terms consider a long-tail keyword variation. Use Google Suggest to understand what people are actually asking or searching for and use different keywords for each post/page.

ON-PAGE SEO

- Create a URL that is short, descriptive, and lowercase.
- Create a title tag and meta description that are descriptive and encourage people to click.
Add keyword in the front, if possible! Optimal lengths: Title 10 - 60 characters, Description 120 - 156 characters
- Use one H1 tag within the page and try to include the keyword. 20 - 70 character maximum.
- Link to relevant external and internal sources on the page (using targeted anchor text).
To find good opportunities for internal links, you can Google site:yourdomain.com + "topic"
Tip: External links should open to a new page
- Optimize images with descriptive and relevant ALT tags. Use at least 1 image.
- Utilize synonyms and long-tail variations of your keyword/phrase throughout your content.
- Make content readable and scannable using subheadings, images, bullet points, quotes, short sentences and paragraphs. *Tip: Write for an 8th grade reading level.*
- Page content should be a minimum of 300 words per page.
- Use your keyword/keyphrase at least once in the first 100 - 150 words per page.
- Write original content (not copied from other sources or already published on your site).
- Use keyword/keyphrases 2-3 times per 100 words if possible.
- Add social sharing links.
- If it's a blog post, assign relevant tags and categories.
- Make sure page is optimized to load quickly via Google PageSpeed Insights

