

The Ultimate SEO Checklist for your Blog Posts

This is why I created this checklist. I wanted you to have a go-to resource that you could use over and over again. After all, if you've spent so long writing a great blog post, you want to make sure you have as many readers as possible.



1. Keyword research for your blog post

- How to do keyword research?
- Basic keyword research tips

2. Choosing a blog post title (Name of blog post)

- Blog post title tips - Include your main keyword, Use sentence form e.g. SEO Checklist to optimise your blog posts, Try to keep it short. I usually aim for less than 60 characters in length, Avoid keyword stuffing

3. Optimise your blog post URLs

- How to choose the best URL or slug for your blog post?

4. Structuring your headings and subheadings (H1-H6)

- How to use headings for SEO
- Top tips for headings and subheadings

5. Optimising your content

- Here are a few tips to help you content rank higher

6. Optimising your images

- Image file name
- Image size
- Image alt tags
- Tips for optimising images

7. Use internal links

- Include a few internal links to other relevant articles on your website
- Use keywords within your anchor text
- Don't use too many links as this will affect visitor experience and look messy

8. Search engine title (Title Tag)

- How to choose the best title tags for your blog posts

9. Make the most of your meta description

- Top tips for meta descriptions

10. Categories and Tags

- Using categories
- Using tags
- Related content
- Top tips for using categories and tags

11. Social media signals

- Include a social sharing bar like we have on the left of this article
- Include tweetables to make tweeting your content easier
- Ask for shares as your call to action

Include links to online influencers and brands. They'll likely share it too.

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