

# 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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