

# 15-point Checklist on Grooming Your Blog Post for SEO

We can't talk about SEO – Search Engine Optimization – without talking about website visitors. The time people spend on your pages reading, clicking to other pages and acting on your offers is at the core of rankings. Thus, a blog is only useful for SEO if it's useful for visitors, entices them the stick around, and to share or otherwise engage with your site.



- ☐ 1. Page Title
- ☐ 2. Blog Post Headline (H1)
- ☐ 3. URL
- ☐ 4. Meta Description
- ☐ 5. Article Length
- ☐ 6. Paragraphs
- ☐ 7. Links within a paragraph
- ☐ 8. Link Density
- ☐ 9. Subheadings and Subtitles
- ☐ 10. Inline Images
- ☐ 11. Include a Captivating and Relevant Featured Image
- ☐ 12. Include a Call to Action (CTA)
- ☐ 13. Set Categories/Tags
- ☐ 14. Author
- ☐ 15. Proofread

