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

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