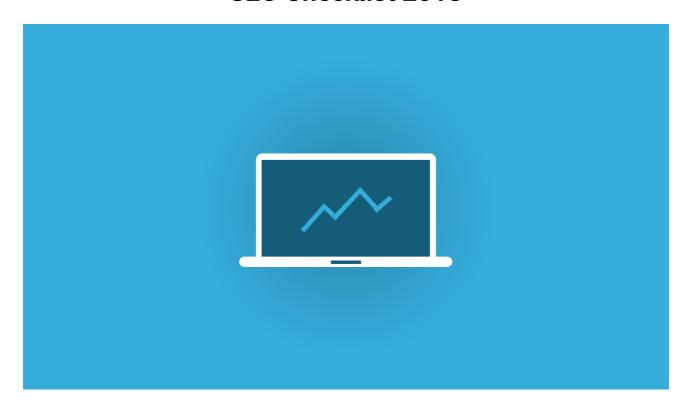
SEO Checklist 2018



Content Grading

1. Internal linking guidelines (Linking to pages on same level, Supporting above and below)
2. Page titles (Measuring CTR; Are they better than competitors? Do they speak to persona?)
3. Descriptions (Measuring CTR; Are they better than competitors? Do they speak to persona?)
4. h1 (Does it contain keyword and help with conversions?)
5. h2 (Number used;Do they contain keywords? Do they help reader?)
6. Copy (Is it 100% unique,high quality and does it speak to the user?)
7. Images (Number of images used? Are all optimized?)
8. Image alts (Does it help visually impaired? Does it contain keywords?)
9. Image descriptions (Does it contain keyword and help user?)
10. Videos (Are they full optimized?)
11. Schema markup (logo,reviews,local etc.)
12. Reviews (Are they unique?Do they have markup? Do they help with rankings?)
13. Comments (Are they unique? Are they high quality?)
14. Related keywords (Are they used throughout the page? Are they correct?)
15. Answer questions of the topic (Are most important questions addressed on the page?)
16. Facts on the topic (Are facts relevant to current calendar year present on the page)
17. Link to blog post and articles on the topic (on same website) (Are they being updated often? Do they have a keyword?

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