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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Is the content unique? Do they cover relevant topics?)

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