

SEO Checklist

Making Your Blog Posts Epic



EPIC TITLE

- ☐ 70 characters maximum, 55 optimum.
- ☐ Make the first and last three focus words.
- ☐ Aim for 6-9 total.

KEYWORDS

- ☐ Research top keywords for your topic.
- ☐ Avoid keyword stuffing (making the post sound unnatural).

META (SEARCH) DESCRIPTION

- ☐ 155 characters maximum, 140 optimum.
- ☐ Include keywords, but ensure it makes sense.

TEXT

- ☐ 400-1200 words per post.
- ☐ Below this search engines will overlook you.
- ☐ PS, Make sure you're visible to search engines in the first place!

IMAGES

- ☐ Rename all images.
- ☐ Add Alt Text (what the image shows) and Title Text (what the post is)

PERMALINK

- ☐ Make your custom!
- ☐ Avoid using conjunctions, numbers and characters.

BACKLINKS

- ☐ Direct readers to older posts you've written that they may like.
- ☐ Share others' posts too!

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