The Ultimate SEO Checklist for your Blog Posts

This is why I created this checklist. I wanted you to have a go-to resource that you could use over and over again. After all, if you've spent so long writing a great blog post, you want to make sure you have as many readers as possible.

1. Keyword research for your blog post

☐ How to do keyword research?

☐ Basic keyword research tips

2. Choosing a blog post title (Name of blog post)

☐ Blog post title tips - Include your main keyword, Use sentence form e.g. SEO Checklist to optimise your blog posts, Try to keep it short. I usually aim for less than 60 characters in length, Avoid keyword stuffing

3. Optimise your blog post URLs

☐ How to choose the best URL or slug for your blog post?

4. Structuring your headings and subheadings (H1-H6)

☐ How to use headings for SEO

☐ Top tips for headings and subheadings

5. Optimising your content

- [ ] Here are a few tips to help you content rank higher

6. Optimising your images

- [ ] Image file name
- [ ] Image size
- [ ] Image alt tags
- [ ] Tips for optimising images

7. Use internal links

- [ ] Include a few internal links to other relevant articles on your website
- [ ] Use keywords within your anchor text
- [ ] Don't use too many links as this will affect visitor experience and look messy

8. Search engine title (Title Tag)

- [ ] How to choose the best title tags for your blog posts

9. Make the most of your meta description

- [ ] Top tips for meta descriptions

10. Categories and Tags

- [ ] Using categories
- [ ] Using tags
- [ ] Related content
- [ ] Top tips for using categories and tags

11. Social media signals

- [ ] Include a social sharing bar like we have on the left of this article
- [ ] Include tweetables to make tweeting your content easier
- [ ] Ask for shares as your call to action
- [ ] Include links to online influencers and brands. They'll likely share it too.