

# 20 Things Every Piece of Good High-Quality Content Should Include

Writing really good high-quality content can take a lot of your time. But it's WORTH the time if you get the results. So, before you hit PUBLISH make sure you include these 20 things.



- TITLE - should be engaging, catchy, or clever, and include your focus keyword. 60 characters is great
- INTRO PARAGRAPH - introduce what the reader will read about or learn. Include your keyword in the first few sentences
- HIGHLIGHT KEYWORD - bold your keyword in the first few sentences
- INCLUDE MULTIPLE H2 & H3 TAGS - with captive headings. Each heading should be followed by a few paragraphs of text
- PARAGRAPH - each paragraph should not be longer than 300 words
- USE TARGET KEYWORD - naturally use variations and synonyms throughout the body of text
- INCLUDE BULLET POINTS - do this at least twice throughout your content
- INCLUDE A CTA - call to action. What can you readers take away from reading your content
- FEATURED IMAGE - make sure your featured images is labeled correctly with your target keyword and include an alt tag
- INCLUDE ADDITIONAL IMAGES - must be labeled correctly and naturally placed every few paragraphs
- INCLUDE A QUOTE - make sure you also link to the quote
- CREATE A INFOGRAPHIC - help the reader further understand your topic or learn more information
- INCLUDE A META DESCRIPTION - 50-160 characters is recommended
- INCLUDE A SLUG - slugs should be short
- LINK YOUR CONTENT - old to new and vice versa
- LINK TO A SOURCE - should be authoritative and relevant content
- YOUR VOICE/AND BRAND - write for people and for Google

GOOGLE FEATURED SNIPPETS - learn how to write and optimize your content for Google Featured Snippets

PROOFREAD - come back a few hours later and re-read. Have someone else also read your content

RESEARCH - have you included everything? Check out high-ranking competitors to see what you're missing

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