Blog Post On-Page SEO Checklist Template

Blog Post Topic / Date



*A Blog Post SEO Checklist Template From CoSchedule*

# The Ultimate On-Page SEO Checklist

* Has keyword research been completed?
* Do you understand the search intent behind your chosen keyword?
* Is the primary keyword present in the title tag, H1, body content, and an image file name?
* Is the title tag less than 70 characters long?
* Is the meta description 150 characters or less?
* Are headers structured logically, with just one H1 tag followed by appropriate H2, H3, H4 (etc.) tags?
* Are variations of the primary keyword included in the body content and H2/H3 header tags?
* Are images properly optimized (keyword in file name, appropriate alt-tag, small file size, high quality?)
* Are internal links present to other pages on your site?
* Are external links present to other reputable websites?
* Are no-follow tags applied to affiliate links (if present)?
* Are synonyms of the primary keyword included in the post copy (re: Latent Semantic Indexing)?
* Do all links use appropriate anchor text (meaning, is the highlighted linked text relevant to the page being to)?
* Is the content sufficiently unique (re: non-duplicative of other content on your site)? Have appropriate blog categories and tags been selected?
* Are your analytics and tracking tools correctly configured?
* Is my site mobile-friendly?
* Are all images uploaded at the exact size I want them to appear on my site?
* If this is a blog post, have I added at least one (and no more than two) relevant categories?