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

* Do you have a primary keyword?
* Do you understand the search intent behind your chosen keyword? Does your article align with this search intent?
* 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 157 characters or less?
* Have you followed the correct heading structure (meaning you have only used one H1 tag, followed by appropriate H2, H3, and H4 tags)?
* Have you included variations of the primary keyword in the body content and H2/H3 headers?
* Are all images properly optimized (you have used the keyword in the file name, added appropriate alt-tags, the file is small, the image is high-quality, etc.)?
* Did you include at least three internal links to other pages on your site?
* Did you include any external links to other reputable websites?
* Did you apply no-follow tags to affiliate links (if present)?
* Did you include secondary and LSI (Latent Semantic Indexing) keywords in the body copy?
* Have you used appropriate anchor text for all images (meaning, is the linked text relevant to the page being linked to)?
* Is your 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 your site mobile-friendly?
* Are all images uploaded at the exact size you want them to appear on your site?