

## THE ULTIMATE

# 21-Point On-Page SEO Checklist *For Content Marketers*

*There are no shortcuts to success when it comes to search engine optimization. However, there are several best practices that can dramatically improve your results when followed on a consistent basis. Each of the following items should be accounted for prior to publishing any blog post:*

- ☐ Is the title tag 55 characters or fewer?
- ☐ Has thorough keyword research been completed?
- ☐ Has competitive analysis of the top 10 posts on the selected keyword been completed?
- ☐ Has a compelling meta description been included?
- ☐ Is the primary keyword present in the title tag, meta description, H1, URL, and in an image file name?
- ☐ Are headers structured logically, with just one H1 tag followed by appropriate H2, H3, H4 (etc.) tags?
- ☐ Is the primary keyword present in the first paragraph?
- ☐ Are long-tail variations of the primary keyword scattered throughout the content?
- ☐ Are images properly optimized (keyword in file name, appropriate alt-tag, small file size, high quality?)
- ☐ Does it make sense to include a video in this post? If so, has one been placed in the content?
- ☐ Are synonyms of the primary keyword included in the post copy (re: Latent Semantic Indexing)?
- ☐ Has the primary keyword been added to the appropriate campaign in Moz?
- ☐ Are internal links to other relevant posts present?
- ☐ Is the content sufficiently unique (re: non-duplicative of other content on your blog)?
- ☐ Are outbound links to external sources present?
- ☐ Do all links use appropriate anchor text?
- ☐ If this is a guest post, are links in author bio box marked as no-follow?
- ☐ Have appropriate blog categories and tags been selected?
- ☐ Are your analytics and tracking tools correctly configured?
- ☐ Is a post-publishing promotion plan on social media and email in place (this outreach can be important for link building)?

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