



# SEO Optimization Checklist



```
<html>  
<head>  
  <title>Page Title</title>  
  <Meta name="description" content="Description
```

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# SEO Optimization Checklist

Cadence \_\_\_\_\_

Last Review \_\_\_\_\_

Date \_\_\_\_\_

By \_\_\_\_\_

Your online articles are only as effective as their ability to be found. To help ensure your articles perform well in search engine rankings, we've developed a comprehensive SEO checklist. This checklist covers all critical aspects of SEO, from keyword selection to technical optimisations. By applying these guidelines to your content, you'll ensure your articles can be found by your audience, helping establish your niche authority.

## Target Keyword

- Primary and secondary keywords relevant to the topic have been identified.
- Keywords are aligned with our business niche.

## Search Intent

- The primary intent of the content (informational, navigational, transactional, commercial investigation) has been determined.
- Content is aligned with the user's search intent for the target keyword.

## Specific Keyword Frequency

- The primary keyword is used within the first 100-150 words.
- Keywords are naturally incorporated into the content, avoiding keyword stuffing.

## EEAT Criteria

- Content highlights our company's expertise and experience.
- Reputable sources have been cited, and expert opinions or case studies are included when applicable.

## Article Title

- Title is under 60 characters for full visibility in search results.
- Title incorporates keywords, ideally early in the title.
- Power words are used to make the title compelling.

## Sub-headings

- Content is broken into smaller, easily digestible sections.
- Related secondary keywords are used in sub-headings for better content structuring.

## Meta-description

- Meta-description is limited to 155-160 characters for optimal display in search results.
- The meta-description includes the target keyword and a concise summary of the article.

## URL Structure

- URLs are kept short and include the primary keyword.
- Hyphens are used to separate words in the URL.

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## Image Optimization

- Includes a feature image, at least 1200px wide x 720px high (improves sharing on social, more engaging in Discover and Search).
- Images have descriptive, keyword-rich file names.
- Alt text is added to all images, incorporating relevant keywords.

## Internal and External Links

- Links to other relevant articles and content on our site is optimised.
- High-quality external links to authoritative sites are featured.

## Mobile Optimization

- The article is optimized for mobile devices, recognizing a significant portion of searches occur on mobile.

## Social Sharing

- Social share buttons are included and easily accessible.
- Article titles and images are optimized for social media sharing.

## Content Quality and Length:

- Focus is on comprehensive, high-quality content.
- Longer articles are considered better for ranking, prioritizing value over word count.

## Page Speed

- Website and article loading speed is optimized to reduce bounce rate.

## Analytics and Feedback

- Article performance is monitored using tools like Google Analytics.
- Feedback is actively gathered and used for making necessary adjustments.

