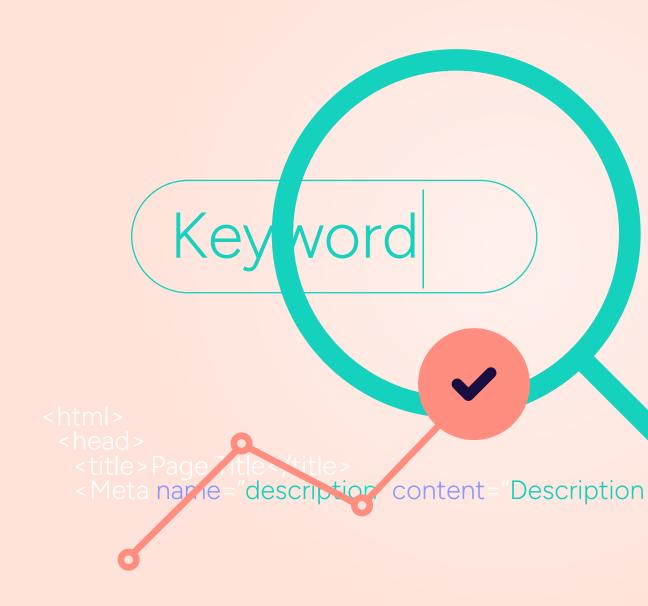


## SEO Optimization Checklist



CHECKLIST

## SEO Optimization Checklist

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Last Review	
Date	
Ву	

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.

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	Target Keyword	☐ Article Title	
	<ul> <li>Primary and secondary keywords relevant to the topic have been identified.</li> </ul>	☐ Title is under 60 characters for full visibility in search results.	
	Keywords are aligned with our business niche.	<ul> <li>Title incorporates keywords, ideally early in the title.</li> </ul>	
	Search Intent  The primary intent of the content (informational,	<ul> <li>Power words are used to make the title compelling.</li> </ul>	
	navigational, transactional, commercial investigation) has been determined.	Sub-headings	
	<ul> <li>Content is aligned with the user's search intent for the target keyword.</li> </ul>	<ul> <li>Content is broken into smaller, easily digestible sections.</li> </ul>	
	Specific Keyword Frequency	<ul> <li>Related secondary keywords are used in sub- headings for better content structuring.</li> </ul>	
	□ The primary keyword is used within the first 100-150 words.	Meta-description	
	<ul> <li>Keywords are naturally incorporated into the content, avoiding keyword stuffing.</li> </ul>	<ul> <li>Meta-description is limited to 155-160 characters for optimal display in search results.</li> </ul>	
	EEAT Criteria	<ul> <li>The meta-description includes the target keyword and a concise summary of the article.</li> </ul>	
	<ul> <li>Content highlights our company's expertise and experience.</li> </ul>	URL Structure	
	<ul> <li>Reputable sources have been cited, and expert opinions or case studies are included when</li> </ul>	<ul> <li>URLs are kept short and include the primary keyword.</li> </ul>	
	applicable.	$\hfill \square$ Hyphens are used to separate words in the URL	

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Image Optimization Content Quality and Length: ☐ Includes a feature image, at least 1200px wide ☐ Focus is on comprehensive, high-quality x 720px high (improves sharing on social, more content. engaging in Discover and Search). Longer articles are considered better for ☐ Images have descriptive, keyword-rich file ranking, prioritizing value over word count. names. Page Speed ☐ Alt text is added to all images, incorporating relevant keywords. ☐ Website and article loading speed is optimized to reduce bounce rate. Internal and External Links Analytics and Feedback ☐ Links to other relevant articles and content on our site is optimised. ☐ Article performance is monitored using tools like Google Analytics. ☐ High-quality external links to authoritative sites are featured. ☐ Feedback is actively gathered and used for making necessary adjustments. 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.