

# My SEO **Checklist**



for bloggers, entrepreneurs and  
online business owners

# SEO Checklist



1

Make your URL SEO-friendly - Remove any unnecessary information and include only exactly what your post is about

2

Add your target keyword or phrase early on in your post, preferably early in the first sentence. Use words related to your keyword phrase as well. If in doubt leave them out.

3

Link to another blog post on your site in the first paragraph. This is known as internal linking and is useful to the person reading.

4

Check for typos in your content. Read the post out loud. Any part where you stumble on the words, or hesitate is where you need to edit.

5

Cite your sources throughout your content and link to them. This shows the search engines your articles are properly researched and your readers know they're getting quality information

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6

H2, and H3 headings to be used throughout your content. This makes it scannable and easy to read. Search engines like it when your content is easy to read

7

Add multimedia like screenshots, images and videos where they're relevant. Again, this shows a strong piece of content that's focused on the reader and solving their problem.

8

Alt Tags - Add descriptions to images to let search engines know what they are about. This also helps readers who use screen readers.

9

Complete your meta descriptions so the person searching knows what your site is about and clicks to read. It's good to use a call to action in your meta description.

10

Site Maps - make sure yours is activated. If you use an SEO plugin there will be a sitemap area there to check.

# Fill in the blanks roadmap



11

Optimise for social media.

12

Comment on 3 or 3 other sites to create backlinks to the post you've just published.

13

Share your content on social media so there is a link back to your post.

14

Schedule the ongoing post promotion

15

Link to this post in your next post on a related topic

# three quick tips



## TIP NUMBER 1

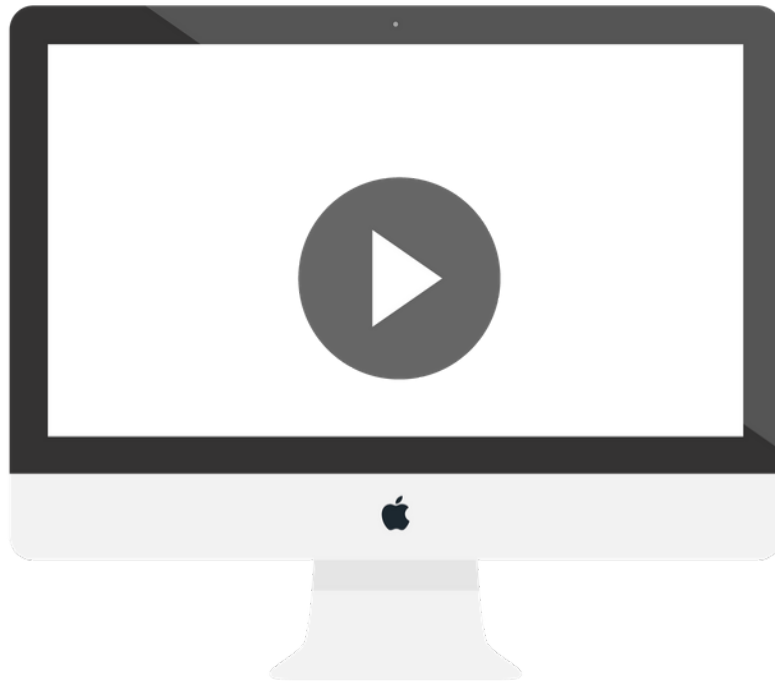
Your blog post should be as long as it needs to be. A complete guide to something is closer to 2000 words than 200. Remember this when creating your headlines.

## TIP NUMBER 2

Not every piece of content needs to be optimised. Not everything needs a green light, and sometimes your content will break all the rules. That too is okay when you've mastered the basics.

## TIP NUMBER 3

It's okay for your content not to be perfect. You can always edit later and make it more fancy as your content creation muscle becomes stronger.



## **Ready to accelerate your growth and be found naturally?**

Keyword Kaizen is our program that will help you be found for all the right things by all the right people. You'll love how easy it is to be found naturally.

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