Blog Post **SEO Checklist**

Follow this quick 10-step checklist to help your blog posts show up in Google

1 Page Title

2 http://www.example.com/**unique-page-url**

3 `<meta name="description" content="`**Your meta description should describe the page content in an informative and compelling way in less than 140 characters**`" />`

Logo   Home   About   Services   Blog   Contact

Page Heading **4**

5 Your blog post should include an introductory paragraph in a slightly larger font size that summarises the article. This gives both readers and search engines context for the content that follows.

6 Your blog post must be: **Original** - do not copy text from other websites. **Quality** - it must useful and free of grammatical errors. **Relevant** - the subject and level of detail must be appropriate for your target reader.

7 `<img src="tree.png" alt="`**An illustration of a tree at night**`" />`

Subheading

8 Headings appear on the page to break-up paragraphs. *Web users 'skim-read', so include lots of headings to help them navigate around the document.*

9 Find out more about copywriting for the web at **gwsmedia.com/copywriting**

What do you want the user to do next?

10 Encourage the user to carry out an action and make it as easy as possible by including elements on the page such as enquiry forms, contact information or buttons to avoid extra navigation.

Contact us today

Don't forget to do your
keyword research

- goo.gl/loQxBC
- keywordtool.io

1. Target keyword is in the page title
2. URL contains a target keyword
3. Meta-description is short & informative
4. Keywords are in headings & paragraphs
5. Includes an introduction paragraph
6. Content is original, quality & relevant
7. All imagery has relevant 'alt text'
8. Key info is highlighted in bold or italics
9. Links to a relevant page on the site
10. Includes a call-to-action at the end

Notes

Keyword Research

Do people seek what you create? Conduct some on-the-spot keyword research to ensure you are producing content that will get traffic. Remember to only use this as a guide, write naturally and do not keyword stuff!

1. Page Title

The search engines give special consideration to the Page Title. It should a clear indication on the subject matter of the page. The blue text that links to your site from the Search Engine Results Pages (SERPS) is taken from the title tag.

Where do I change this? It varies depending on CMS but the true test is to check the output in the browser tab or source code.

A common format to use is:
Primary Keyword - Secondary Keyword | Brand Name

2. URL

The web address of the blog post can also inform users and search engines on the content. For example, the URL for this post is:

gwsmedia.com/blog-seo-checklist

As you can see, it is clearly residing in the 'blog' folder and describes what is on offer in this post. It also shows up in the SERPS underneath the page title.

3. Meta-Description

This element has no bearing on ranking but is important for click-through rates. The meta-description appears in the SERPS underneath the green URL link. Treat it as an advertisement and sum up the page with sales orientated copy to entice clicks.

4. Page Headings

Similar to print, headings appear on the page to break-up paragraphs. Web users 'skim-read', so include lots of headings to help them navigate around the document. Google and other search engines also pay particular attention to headings as they are often indicative of nature of the document.

There are 6 heading levels in order of importance (H1, H2, H3, H4, H5, and H6). Include only 1x H1 at the top of the article and a mix of other headings levels (as appropriate).

5. Intro Paragraph

A nice usability touch is to summarise the full article at the beginning. This helps users decide if they wish to read the article before taking the time to go further. It has the added benefit of being at the top of the page with naturally occurring relevant keywords.

6. Content

What is it that you are writing about? Does it have a purpose? Whatever the subject matter, it must be:

1. **Original** – Do not copy large chunks of text from other websites
2. **High quality** – It must contain knowledge and be free of grammatical errors
3. **Relevant** – The subject and level of detail must be appropriate to your target reader

7. Alt Text

The 'alt tag' is text that applied to images to describe it when it cannot be displayed. This is important for accessibility purposes but has the added benefit of helping the search engines with keywords.

8. Highlights & Bolds

Bring out important points with bolds, italics and bullet points. Again, this helps the skim-reader to cherry pick key points. Try not to over-do and it with keyword stuffing.

9. Internal Links

A healthy internal linking structure helps create relationships between pages and the users to flow around the site. Try to link to another page if it can help the user with supplementary information or referencing.

10. Call to Action

What is the aim of your blog post? What do you want the user to do next? Whatever it is, persuade them and make it as easy as possible to do so. If it is good practice to enable them to carry out the desired action on the page. For example, if you want the user to make an enquiry, don't trust them to find your contact page! Put a form directly on this page instead.

Find out more about optimising blog posts at **gwsmedia.com**

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