



# SEO & FORMATTING: CHECKLIST

## KEYWORDS

- ☐ Use your main keyword in:
  - ☐ Title
  - ☐ H1 heading
  - ☐ Beginning of the article
  - ☐ Throughout your page, when it makes sense
  - ☐ Page URL / slug
  - ☐ Meta description
- ☐ Use related keywords, synonyms, and related entities throughout the content
  - ☐ Use "fan-out" queries in the content (or as ideas for more content)

## STRUCTURE

- ☐ For structuring your articles, use H2 and H3 headers (\*don't\* use H1 or bold for subheadings).
  - ☐ Use secondary keywords in H2 and H3 subheadings
  - ☐ When possible, phrase your H2 and H3 subheadings as questions, as these are more engaging
- ☐ Include bullet-points and numbered lists in the post as this improves scannability and makes the post easier to read.
  - ☐ Lists should have proper HTML formatting: <ul> for bullet-point lists and <ol> for numbered lists.
- ☐ Other structuring rules:
  - ☐ Keep your sentences and paragraphs short, concise, and easy to read.
  - ☐ When asking a question in a subheading, follow it immediately with a concise and factual answer
  - ☐ Don't write a huge block of text, which can be exhausting to read.



- ☐ \*End the article with a conclusion and a question for the readers.
- ☐ \*Consider adding these sections:
  - ☐ Takeaways at the beginning of the article
  - ☐ FAQs at the end of the article
  - ☐ Summary as the conclusion

## LINKS

- ☐ Link sources: When you refer to a name, a company, or a quote, include a link to the source so readers can go and discover more.
- ☐ Link words: Don't place links in subheads or image captions.
  - ☐ Write link text so that it is clear what the linked page is about
- ☐ Use the original link: don't use any shortened links such as bit.ly
  - ☐ Remove any tracking parameters from a link
- ☐ Always check (click through) all the links before using them (to make sure they are working);
- ☐ **Internal links: In each article, you must link to older relevant articles published on your site**
  - ☐ Tip: Use [SITE:blogdomainhere.com KEYWORD] Google search to find related articles to link to
- ☐ Always make sure you are providing the full URL address of a link you embed (including https://)

## IMAGES

- ☐ Make it a rule to use \*original\* images, e.g. large, clear screenshots
- ☐ Image alt text should describe an image and add to context. Add your main or secondary keywords when possible
- ☐ Image files should include your main or secondary keywords
- ☐ Images should be under 100k in size. Use compressor.io to compress them
- ☐ Do not link images to image files (unless you want readers to click through to a larger copy)