



A CHECKLIST FOR WRITING SEO *FRIENDLY POSTS*

PHASE 1:

Select Your Keywords



Identify one (1) **primary keyword**

- **Tip:** Choose a keyword that is closely related to your topic or theme, is popular with users, and has a low competition score.

Identify two to four (2-4) **secondary keywords**

- **Tip:** One easy way to identify secondary keywords is to enter your primary keyword in a Google search, look at the related searches list, and choose two to four search phrases that are related to your primary keyword.

PHASE 2:

Write Your Content

Write for readers, not search engines.

Write more than 300 words.

Use the primary keyword naturally throughout the text.

■ **Tip:** *A good keyword density is about 2 percent, so use the keyword naturally about one to two (1-2) times for every 100 words.*

Use the secondary keywords once throughout the text.

Use the primary keyword in the first paragraph.

Use the primary keyword in a subheading.

■ **Tip:** *Subheadings should be formatted with a H2, H3, H4, etc.*

Use the primary keyword toward the end of the page.

Write original content.

Write grammatically correct content with no spelling errors.

Write for an eighth-grade reading level.

■ **Tip:** *You can find your Flesch-Kincaid Grade Level and tips for improving your content by using the **Readability Score**.*

Add inbound links.

Add outbound links.



PHASE 3:

Optimize Your Post



Use the primary keyword in the page title.

Use the primary keyword in the permalink.

Use the primary keyword in the SEO title.

▶ *Do not exceed 55 characters.*

Use the primary keyword in the meta description.

▶ *Do not exceed 155 characters.*

Assign appropriate categories and tags.

Use the primary keyword in image alt tags.



PHASE 4:

Double-Check Your Work



Check *On-Page* SEO!

- ▶ Missing keywords
- ▶ Incorrect meta titles and tags
- ▶ Options for secondary keywords
- ▶ SERP appearance improvements
- ▶ Visitor experience optimizations

