✅ SEO Best Practices Checklist

Checklist for SEO

☐ 1. At least 1500 words per article

☐ 2. Use Selected Keyword in the First Sentence

☐ 3. Use Selected Keyword in the first 100 words at least three times

☐ 4. Use Selected Keyword at least 6 times in overall article

☐ 5. Use related keywords that fit the context of the main keyword At least 3 times each

☐ 6. Use H1 only for Title while subheadings for other sections

☐ 7. Title less than 65 characters, headers less than 80

☐ 8. Use tools to test heading efficiency: https://coschedule.com/headline-analyzer/80597.Add

☐ 9. Meta Description is a Max 160 characters and uses keyword

☐ 10. Provide at least 2-4 internal links per post with main CTA in the opening section

☐ 11. Provide at least 2-5 external links within an article. Make sure they are high domain authority links. You either use neilpatel.com or Semrush for checking domain score.

☐ 12. Where possible and you can find a video resource which is not from our competitor, please place those videos in the article... Videos can potentially help time on site

☐ 13. Use Bullet Points and bold wherever possible

☐ 14. Use Bold to highlight important text that applies to keyword

☐ 15. Ensure majority of paragraphs do not exceed 50 words

☐ 16. Search the keyword on Google, If there are "People also ask" suggestions, consider incorporating into blog or FAQ at bottom of blog

☐ 17. Ensure all images are compressed and given file names and alt tags that relate to the keyword