

Checklist: **SEO** for Blog Posts

- Proof for spelling + grammar

KEYWORDS / KEYWORD PHRASES

- Title:** >55 characters, should be compelling + unique (don't use the same wording as a title on any other page/post on your website), include your keyword phrase near the beginning, if possible.
- Body + Heading Tags:** Writing quality content for your readers is your #1 priority. Include keywords + phrases (especially early in the body copy and in headings, if possible).
- URL / Permalink:** 50-80 characters, include keywords + phrases
- Meta Description:** <160 characters, include keywords + phrases AND make it captivating.
- Featured Image:** Use keywords in the ALT tag

HEADINGS

- Use **H2** and **H3** tags to break up content for readers + to allow search engines to easily crawl and rank your post.

CATEGORIES

- Pick relevant categories

TAGS

- Set it and forget it

IMAGES

- Use descriptive ALT tags, use keywords in the filename, title + ALT text whenever possible (and relevant to image).

INTERNAL LINKS

- When possible, link keyword phrases to other relevant pages/posts on your own website.

EXTERNAL LINKS

- When possible, link to credible sites for readers to get more information. External links are a good way to organically build relationships within your industry (and possibly earn links back). **Check to make sure external links are working and open in a new window.**



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