

SEO CHECKLIST

SEO & STRUCTURE

- 🌱 1 Primary keyword
- 🌱 Secondary keywords that naturally support the topic
- 🌱 Search intent matches content
- 🌱 Keyword in title
- 🌱 Clear URL
- 🌱 Meta description with keyword
- 🌱 Metadata included

READABILITY & UX

- 🌱 Content is skimmable
- 🌱 Short paragraphs
- 🌱 Headings break up sections
- 🌱 Mobile readability
- 🌱 Page loads quickly
- 🌱 Tagged & categorized

AUTHORITY SIGNALS

- 🌱 Internal links are added
- 🌱 External sources cited or credit applied as needed
- 🌱 Images added and contain alt text

CONTENT CHECKLIST

MESSAGING

- 🌱 Clear value hook
- 🌱 Content solves a problem or provides valuable information
- 🌱 Examples are included
- 🌱 Consistent brand voice
- 🌱 Encourages actions
- 🌱 Sharable

ACTIONABLE

- 🌱 Clear CTA
- 🌱 Multiple next-step opportunities are present
- 🌱 Invitation to share
- 🌱 CTA positioning matches audience readiness

MARKETING

- 🌱 Repurposing Opportunities:
 - Email
 - Social
 - Lead Magnet
 - Web navigation positioning
 - Complimentary to other posts or content pages

PERFORMANCE

- 🌱 Traffic/Page Views
- 🌱 Conversions/Actions
- 🌱 Average time on page
- 🌱 Shares
- 🌱 Traffic referrals

REFLECTIONS

- 🌱 Is there a plan for updating this content?
- 🌱 Can the topic be expanded on?
- 🌱 What had the most return with the least effort? and vice versa.
- 🌱 What other pages need optimized next?

SEO HELPS PEOPLE
FIND YOUR CONTENT.
CONTENT MARKETING
HELPS THEM TRUST IT.

**GROWTH HAPPENS
WHEN BOTH WORK
TOGETHER.**