

The ultimate DIY checklist to optimize your blog posts for SEO

Keywords:

- Identify the main keyword you want your blog post to be optimized for.
- Identify 2 - 3 questions people may ask related to your main keyword.

Title:

- Incorporate the main keyword within the first 30 characters of your title.
- Keep your title under or around 60 characters long.

Headers:

- Format your blog post with Title Tags, H2 and H3 tags.
- Incorporate the main keyword within Title Tags.

Content:

- Incorporate the main keyword within the intro and conclusion.
- Incorporate the main keyword throughout the body of your blog post.
- Make sure your keywords occur organically. Do not stuff keywords!

URLs:

- Keep your URL short and easy for your visitors to understand the structure of your website.
- Incorporate the main keyword in your URL.

Meta Description and Tags:

- Make sure your post have a custom meta description.
- Keep your meta description under or around 160 characters long.
- Incorporate the main keyword within the meta description.

Relevant Links:

- Include 2 - 5 internal links to your other relevant blog posts and webpages.
- Include 2 - 5 external links to relevant sites or social media accounts.

Images:

- Add images and/or diagrams.
- Check your images to have titles, alt text and captions that use the main keyword.
- Optimize the size of your images to improve website speed.