



Blog Post *SEO Checklist*

How to make your blog posts SEO-friendly.

Step 1: Research

☐ Keyword Research

Use Ubersuggest or your preferred keyword research tool to find out what keyword(s) and/or keyphrases you should use in your blog.

Make sure to look at how many times that keyword is searched per month (Search Volume), The SEO difficulty, and related keywords.

☐ Decide on your main keyword(s)/Keyphrase

Each post should have a main keyword or keyphrase that you want to rank for. This keyword or keyphrase should be an exact search term and should be used the most out of all your keywords in the post.

For example

If your post is going to be about your favorite rooftop wedding venues in New York City, then my main keyword would be “rooftop wedding venues in New York City”. I would make sure that I use this exact keyphrase in my blog post as many times as I can, without sounding spammy.

Use supporting keywords throughout your blog post as well. This could look like using other words/phrases like, “NYC rooftop wedding venue”, “New York wedding venue”, “wedding venues in NYC”, etc.

☐ Page 1 Research

Search your main keyword in Google and familiarize yourself with page 1 results. What are websites that are ranking on page 1 for your main keyword writing about? How many words do they use? Are there any other businesses just like yours on there? What keywords are they using?

The more familiar you get with page 1 results the more likely you can out perform them.

Step 2: Blog Post Must-Haves

☐ Write 1000+ words

Remember to use strong keywords in the first 100 words of your blog post. Google assumes that if the blog post is about “New York City rooftop wedding venues” then you’d be talking about that right away. Try to pack a punch with your strongest keywords in the first paragraph or 2.

☐ Check your keyword density (1%–3%)

If you have 1000 words then you should have anywhere from 10-30 keywords or keyphrases written throughout your blog post. This includes your main (exact) keyword(s)/keyphrases plus all of your supporting keywords/phrases.

This is just a general percentage. Some blog posts will use keywords more than others. Just remember to write clear, fool-proof blog posts. Explain in detail!

☐ Add keyword-friendly headings

Headings (h2, H3, H4) make your blog posts scannable and easy to read. Most readers will not automatically read your entire blog post without scanning. Your visitors should know what your blog post covers by simply scrolling through your blog post without having to read the entire post. This builds confidence, leaving your reader wanting to dive into the details of your blog post.

Use headings to break up your blog post into bite sized sections. Google can rank you for more keywords/keyphrases if you use strong, keyword-heavy headings.

Notes:

Step 2: Blog Post Must-Haves cont.

☐ Add Links to your blog post

Internal and external links are very important. WWW stands for World Wide WEB. The internet is a web of sites all linked together. Google's bot is constantly looking for links. That's actually how they organically find websites!

With that said, its important to remember to link to other posts and pages throughout your blog post. These links should mostly link to other posts and pages on your website (internal link), but its alos ok to link out to other websites (external link).

When you link out to someone elses website, you are giving them a backlink. Backlinks from high-quality websites are one of the best things you can get to booste your SEO organically.

☐ Add images to your blog post

We talk a lot about keywords, and getting Google (a bot) to understand what your post is about in order to rank you for keywords. But let's not forget about the human visitor!

Images help keep your website traffic on your page or post longer. Use powerful imagery throughout your posts, buttry not to overload them with tons of images in a row, unless its towards the bottom of the post. You don't want your visitors to have to scroll forever just to find what they're looking for.

Notes:

Step 3: Blog Post Meta

☐ Optimize your slug (URL)

Keep your post slug short, simple, and to the point. Make sure to add your main keywords to your post slug.

/5-showit-seo-tips-for-beginners

not

/best-tips-to-help-you-rank-your-showit-website-5-tips-for-seo-beginners-who-use-showit

Don't stuff your slug with unnecessary text/keywords. Studies show that short, clear slugs outperform long-winded

☐ Add a custom SEO title

It is very important to add a custom SEO title to each blog post. Remember that the SEO title (via the Yoast SEO plugin) is different than your post title. Your SEO title should have your main keyword(s)/keyphrases at the very start of the title. Your post title can be whatever you like.

☐ Add a custom meta description

It's important to write clear, keyword-heavy meta descriptions that make it very clear what the post is about. This description will only show up in search results. Keep in mind that Google will highlight keywords in your meta description.

Notes:

Step 4: Blog Post Formatting

☐ Is your post easily scannable?

Your blog post should be easily scannable. This means that if someone was to quickly scroll through your blog post, especially on mobile, they would be able to generally understand what your post is about. Here are a few things you can do to create a clear, easy to read post.

☐ Use big, clear headings (H2, H3, H4)

Your blog post title is your H1. It's the title of the topic you're posting about. Your headings should break up your content into bite sized sections. Headings typically state what you're about to explain. They can be questions that you answer, or the title of a sub-topic that you'll go into detail about.

☐ Avoid "walls" of text

People get scared when they see big walls of text. Your blog post should not be formatted like a book. You want to go into detail, but you need to break up big paragraphs. Use images, big clear headings, and shorter paragraphs (2-4 sentences max).

☐ Add a post summary at the top

A great way to let people know exactly what your blog post will cover (a.k.a. teach them) is to add a quick "summary" or "TL;DR" paragraph at the top of your post. This will quickly let your visitor know if your post answers their question or solves their problem.

Blog formatting will look different for everyone. Just keep in mind that your visitors will typically have a 4 second attention span, so you need to make your content/information very easily understandable and scannable. Get creative on ways to keep visitors reading your blog post.

(H1 – Post Title) Traveling to Barcelona: 5 unique places to visit while visiting

(H2) Take the train to the Blanes

(H2) Go to the beach in Badalona

(H2) Eat at Brunch & Cake and The Green Spot

(H2) Take a road trip to Besalú

(H1 – Post Title) 4 Best Sarasota Locations for Your Family Photos

(H2) Siesta Key Beach

(H2) New College “College Hall”

(H2) Celery Fields

(H2) Marina Jacks Water Front

The 10x Content Rule

by Moz (moz.com)

<https://moz.com/blog/how-to-create-10x-content>

The Idea behind the 10x content rule is that if you create content that is 10 times better than what you see on page 1 for the keyword/keyphrase you want to rank for, you're almost guaranteed to land on page 1 of Google!

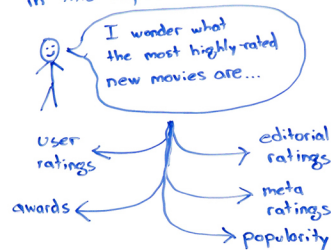
How to Create "10X" Content

Criteria for 10X

- Great UI+UX on every device
- Content that is a combination of high-quality, trustworthy, useful, interesting, and remarkable
- Considerably different in scope and detail from other works serving the same visitor intent
- Creates an emotional response of awe, surprise, joy, anticipation, and/or admiration
- Solves a problem or answers a question by providing comprehensive, accurate, exceptional information or resources
- Delivers content in a unique, remarkable, unexpectedly pleasurable style or medium

Step 1

Gain deep insight into the core of why people are interested in this topic:



All trying to get to...
Help me decide what to watch

Step 2

Consider unique angles on the problem:



Step 3

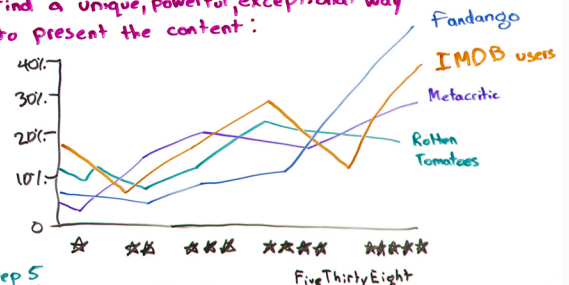
Uncover powerful, hard-to-replicate, high-quality methods to provide an answer:

Statistical Analysis of X films across major rating sites compared



Step 4

Find a unique, powerful, exceptional way to present the content:



Step 5

Expect to succeed 1/5 - 1/10 times.
Practice and experimentation are the only ways to get good.

<https://i.imgur.com/qLZ3eDr.jpg>