

HOW TO **SEO** YOUR BLOG POST

Like a Pro

CHECKLIST



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CHECKLIST

First, install the YOAST SEO plugin on your WordPress site.

1. Identify a Primary Keyword Phrase

- Choose the words and phrases that people are using in search engines to find the topic.
- Incorporate the terms people are searching for into your blog post.

2. Use Headings <H1> <H2> <H3>

- Make sure there is only one H1 on the page/post.
- Check if the post's H1 title uses the keyword phrase.
- Check if there is at least one H2 with the keyword phrase or a variation of the keyword phrase.
- Use headings throughout the page/post to breakup text and offer structure to your content.

3. Don't Forget Image Alt Text

- Add alt tags to the featured image
RECOMMENDATION: use the exact keyword phrase in the alt tag of the Featured Image
- Add alt tags to each blog content image.
- Alt tags help your content get discovered in searches, especially in visual search. Use a tag that describes the actual image and, if appropriate, include a variation of the keyword phrase. Alt tags also assist people who are using screen reader devices to understand your images and page content. Do not put the keyword in all of the images or this will look like keyword stuffing.
- Name your blog image files with descriptive texts to help you boost your ranking in both image and regular searches.

4. Create a Keyword Optimized URL

- Use your keyword phrase as the URL Slug of your blog post. Focus on the search term - not on the title and leave out numbers and dates.
If you change URL, you'll lose links & any existing SEO.

5. Craft Good Title Tags

- Fill out the SEO title field under "Edit Snippet." Vary the SEO title so that it doesn't match the H1 exactly. Use your keyword phrase or a variation of it. Use a title different from the post or page title and include your site name and brand.

6. Write an Optimized Meta Description Tag

- Fill out the meta description field under "Edit Snippet" to include your keyword term/phrase. To avoid your description from getting cut off, write up to 160 characters. Again, the Yoast SEO plugin helps since it lets you know if you're using too many characters.

Sometimes your meta description tag gets pulled into social media when people share your page or post to social platforms. So, this is another reason to write compelling text to catch people's attention and get them to click through.

7. Link to Internal Pages & External Resources

- Include at least one internal link to another post or page on your site that is related to your post.
- Include at least one external link on your page, preferably to a reputable website. Set all external links to open in a new tab so your readers won't have to leave your blog.

8. Build Links to Your Content (aka Backlinks)

- Publish content that attracts the right links:
 - Visual assets
 - List posts
 - Original research and data
 - In-depth, ultimate guides
- Promote your blog so you can acquire more reach.

9. Write Longer Posts

- Research the competition. Worry less about word count and more about content quality and surpassing the competition.
- Make sure your posts are long and are in the recommended range between 1,000 and 2,500 words.

10. Fix Errors

- If you're using the Yoast SEO plugin, you'll see some of the things you need to fix before you even publish your post. This is great because it's easier to optimize your post when you're working on it rather than going back later to fix issues.
- If you are not using the Yoast SEO plugin, use Ubersuggest to identify errors and figure out how to fix them.