NutriAdmin

SEO Content Quality Checklist

Before Starting

- ☐ Think of topics that your target audience will most likely be interested in.
- ☐ Make a list of possible short tail keywords and long tail keywords.
- ☐ Use a keyword research tool to enter your target keyword and get the exact keyword with the most volume and lowest competition possible.

Content should include:

- ☐ Featured image
- ☐ Excerpt
- ☐ Internal links
- ☐ External links
- ☐ Design elements - table of contents, list box, how to box, definition box, frequently asked questions section, infographic/s and table/s.
- ☐ SEO focus keywords
- ☐ URL Slug
- ☐ Meta description
- ☐ Headings - split text with multiple headings and subheadings
- ☐ SEO indicator is green (if using Yoast)
- ☐ Readability indicator is green (if using Yoast)

Before Publishing

- ☐ Make sure the article is at least 1,000 words for short, or 5,000 words for in-depth article.
- ☐ No heading numbers are skipped.
- ☐ For images within the article, position images in this way: First the H2, or H3 heading. Then a short paragraph. Then the image.
- ☐ Images should have alt text and caption (caption only if relevant)
- ☐ Make sure images have no copyright problems
- ☐ Proofread - grammar and spelling check

After Publishing

- ☐ Add the URL of the published post to Google Search Console
- ☐ If applicable, add keywords to your campaign performance measuring tool (Google Analytics, SE Ranking, etc.)
- ☐ Publish in social media
- ☐ If applicable, send a email campaign to blog subscribers