



9-Point SEO Checklist For Blog Posts

- Keyword Research - Find a keyword phrase to target in your blog post.
- Naturally work the Keyword Phrase in Title (and Title Tag).
- Make sure your Keyword Phrase is in the blog post URL.
- Work the Keyword Phrase in the first 50-100 words of the article.
- Use the Keyword (and variations) 2-3x throughout the article (for a 500-600 word article).
- Insert an image and use the Keyword in the alt tag of the image.
- Insert the Keyword in the Meta Tag area and write it as an ad for search result visitors.
- Make sure to link to older articles on your site if relevant.
- Link to related articles and posts on other websites - and use keyword-rich anchor text as well.