CRANKING YOUR RANKING
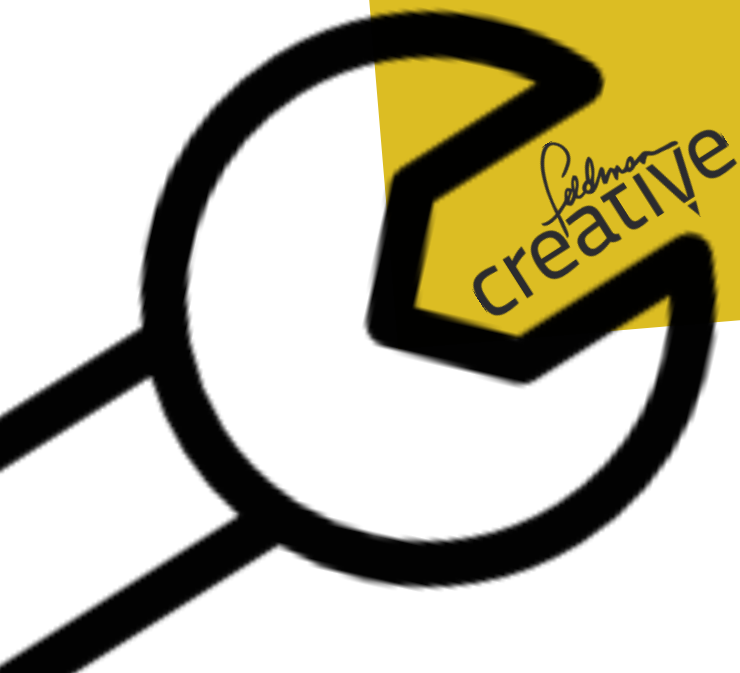
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21 POINT SEO BLOG CHECKLIST

CRANKING YOUR RANKING

5 STEPS TO OPTIMIZE YOUR BLOG POST FOR SEARCH

01. TITLE TAG
The most important element for SEO, title tags indicate the relevance of your post. Limit yours to 55 characters to be presented in full on search engine results pages.

02. META DESCRIPTION
Meta descriptions don't appear in your post or have SEO implications, however they usually become the snippet of text presented in search that should inspire readers to click.

03. KEYWORDS IN THE POST
Include your target keywords together as phrases two to five times in the post taking care to use them naturally.

04. SEMANTICALLY LINKED KEYWORDS
Also include words that are semantically linked (closely related) to your keyphrase to indicate relevance to the topic at large.

05. HEADING
Write your headline for readers and format it for search engines using the <h1> header tag.

10 TACTICS FOR ENGAGING THE READER

06. SECONDARY HEADLINE
Headlines with dashes, colons and parenthetical statements can feature multiple keyword phrases and will likely increase your click rates.

07. FEATURED IMAGE
Posts with images are more likely to be shared and clicked in social media. The featured image often appears in social streams when shared.

08. SUBHEADS
Add subheaders to break the blog post into sections. and help move visitors through your content. Format them with <h2.> and <h3> tags.

09. LISTS
Numbered and bulleted lists tell readers the post will be formatted for easy scanning.

10. FORMATTING
Short paragraphs make your posts easier on the eyes and more accessible. Use bold type and italics for emphasis, but sparingly.

11. LINKS
Links are helpful to readers and provide meaningful SEO benefits. Link new and old posts to each other, product pages, and resources on authoritative sites.

12. QUOTES & MENTIONS
If optimizing blog posts for search means adding keywords, optimizing for social means adding people. Mention experts and quote them to add credibility.

13. EXAMPLES & EVIDENCE
Support claims you make in your posts with examples, research studies, stats, charts, and case studies.

14. CALL T O ACTION
Every post should have a call to action introducing a practical next step and inviting the reader to become more engaged with your business.

15. AUTHOR BOX
Blog author boxes have social media and conversion benefits. Include profile pictures, brief bios, links to the author's website and social media profiles.

6 ELEMENTS FOR A MORE COMPELLING MEDIA MIX

16. SECONDARY IMAGES
Add images throughout your post to keep readers interested.

17. VIDEO
Adding video to a post is one of the best ways to get visitors to stick around and spend time on the site, which has SEO benefits.

18. AUDIO
Audio can be a media upgrade to any post. Creating podcasts is easier than you think. One simple approach is to create a mini audio book out of your blog post.

19. SLIDESHARE
Create a presentation from your article, publish it on SlideShare and embed it in your blog post. SlideShare presentations can also include video.

20. CLICK TO TWEET
Take a compelling sentence from the post (or use a version of the headline) and create a ready made "click to tweet."

21. LEAD MAGNETS
Improve the customer experience and build your email subscription list at the same time by including a free offer in your post. Digital marketers often refer to such offers as "lead magnets," and when placed in blog posts, "content upgrades."

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