

21-Point Checklist to Boost Your Blog Posts in Search [Infographic]

 blog.alexacom/checklist-to-boost-blog-posts-in-search/

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A lot of SEO-minded bloggers will huff and puff about the backlink building strategies that catapulted their posts to the first page of search. I'm not one of them.

I have no backlink building strategy. Don't get me wrong. I'm all for backlinks. They clearly can help a blogger earn the authority that helps you snag a ticket to high rankings.

Yet I don't pay that stuff any mind. I don't build, buy or barter for backlinks. I don't write emails to the keepers of authoritative sites begging for links. Nor do I seek out guest blogging opportunities aiming to slip-in links to posts I'm trying to bolster.

(But while I'm thinking about it, here's one about [the best practices of business blogging](#). Shame on me.)

I'm a certified backlink slacker. However, a lot of my blog posts rank on page one of search and a heap of them are inching their way there now.

So what do I do? How do I manage to get the coveted top ten spots on Google and Bing with so many of my pages? I simply earn them.

See, first of all, Google and the other search engines have got quite good at sniffing out the evidence that proves (or suggests) readers get value from your posts. As Alexa's Kim Cooper wrote in [SEO Copywriting for Google and Humans](#), "The more you serve the reader, the more Google serves you."

And secondly, when you publish highly useful content and promote it well, it gets shared, seen, and yes, linked to.

So while you can count on me to return to this website and blog in the near future to deliver some advanced SEO insights, today I offer you the basics.

The infographic I'd like you to peruse covers a simple list of ways to:

1. Indicate the relevance of your [SEO content](#) to the search engines
2. Tap into human psychology to foster clicks, reads, and social shares
3. Include compelling media to improve the quality of your content

I thank my friend, mentor and podcast partner, Andy Crestodina of Orbit Media, for teaching me these lessons and publishing, [Web Content Checklist: 21 Ways to Publish Better Content](#), which sparked the ideas the infographic below is based on.

Also, a big and grateful shout out to my partner in design, Visme, for their excellent work on the graphic.



SEO BLOG POST CHECKLIST

CRANKING YOUR RANKING



5 STEPS TO OPTIMIZE YOUR BLOG POST FOR SEARCH



1

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.



2

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.



3

KEYWORDS IN THE POST

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



4

SEMANTICALLY LINKED KEYWORDS

Also include words that are semantically linked (closely related) to your keyphrase to indicate



LINKED KEYWORDS

relevance to the topic at large.



5

HEADING

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



10 TACTICS FOR ENGAGING THE READER



6

SECONDARY HEADLINE

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



7

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.



8

SUBHEADS

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



9

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 TO 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

		<p>out of your blog post.</p>
	<p>19 SLIDESHARE</p>	<p>Create a presentation from your article, publish it on SlideShare and embed it in your blog post. SlideShare presentations can also include video.</p>
	<p>20 CLICK TO TWEET</p>	<p>Take a compelling sentence from the post (or use a version of the headline) and create a ready made “click to tweet.”</p>
	<p>21 LEAD MAGNETS</p>	<p>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.”</p>



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