

Content SEO Checklist

- Identify your target audience and create audience personas**
- Carry out competitor analysis for**
 - Keyword opportunities
 - Content length
 - Metadata
 - Content gap
 - Backlink profiles
- Brainstorm and decide on topic clusters**
- Carry out keyword research**
- Choose content formats to create (blog content, long-form content, evergreen content, etc.)**
- Create a strong link building strategy (both internal and external)**
- Decide on a content structure to improve readability (create templates if necessary)**
- Create strict guidelines around grammar, plagiarism & other quality parameters**
- Ensure meta tags are well written and stick to the following best practices -**
 - Meta titles are not longer than 50 to 60 characters
 - Meta titles contain the primary keyword
 - Meta descriptions are unique for each post and summarize the post well
 - Meta descriptions are not longer than 150 to 160 characters
 - Meta descriptions contain the primary keyword closer to the beginning
 - Both meta title and description align with users' search intent
- Optimize images added to the content. Check for the following -**
 - Images are compressed to a reasonable size without affecting the quality
 - Appropriate image format (JPEG, PNG, GIF, etc.) is chosen
 - Images have descriptive alt tags and the alt tags contain the target keyword
 - File name of images includes the target keyword
 - No important text that needs to be indexed is embedded in the images
- Create a content calendar for consistent posting to build site authority**
- Run content SEO audits to optimize and repurpose old content**
- Analyze your content's performance**