

SEO CHECKLIST

- ☐ Keyword in slug
- ☐ Keyword in SEO title (70*)
- ☐ Keyword in BEGINNING of SEO title
- ☐ Keyword in snippet/metadata (300*)
- ☐ Keyword in first sentence/paragraph
- ☐ Keyword in body copy (1-2% of copy)
- ☐ Post is > 300 words
- ☐ Keyword in alt-text of image
- ☐ Keyword in file name of image
- ☐ Write the excerpt
- ☐ Link out to external sites
- ☐ Link to your own internal content

**max number of characters*

NOTES

SEO Terms

Keyword

The word or short phrase that defines what the piece is about and what people might be searching for

Slug

The url address you can define for each page and post; comes after the .com Eg kellydiels.com/feminist-pendulum (*feminist-pendulum* is the slug)

SEO Title

Tells Search Engines/web crawlers what the article/page/post is about; might get displayed as the title in search results instead of blog post title

Meta Description What gets displayed in Google results, below the title