WRITING A

HAVE YOUR BLOG FOUND ON GOOGLE

BLOG WITH

USING THIS EASY SEO CHECKLIST

PROPER SEO

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THE ESSENTIAL ELEMENTS OF WRITING A BLOG WITH PROPER SEO

Use this checklist to make sure you've got all your on-page SEO basics covered. It will help your blog post easy to read and easy for Google to crawl and index.

☐ **Schedule your articles using a Content Calendar** [1]

A web page doesn't make the first page of Google right away. It can take one to three months to climb that high.

So, you want to plan your content well ahead of time. Publish seasonal articles a month or two before they're relevant, so they have time to take hold.

You can post them on your socials or send out an email when they're more timely if you want.

☐ **Choosing the Right Keywords**

Find the best phrase that describes your topic and is also the wording people most often use when they search for it.

☐ **Creating an Outline**

Decide ahead of time what structure your blog will take. Break up the information into subsections, each with a title.

This strategy does more than focus your thoughts. It also helps you optimize your content for searchability.

☐ *Choosing a Title*

This is your first and biggest chance to convince people to click. So, it has to be good — and less than 65 characters, so it fits on the search results page. Place your keyword at the beginning of the title.

☐ *Writing a Meta Description*

Imagine your title as the headline in a magazine. The meta description is the summary beneath it, explaining the topic a little more and enticing you to read it.

Make your meta description less than 155 characters and spell out precisely what people will learn when they click.

☐ *Header Tags*

Header tags are HTML markup. On the page, they look like subtitles to break up the text. But, in the page's code, it's structuring your content, so Google's crawlers can understand it easily and index it correctly.

☐ *<title> tag*

This is your title, optimized for the search results page. When you use the "title" tag, that text shows up in the search results, but not on the actual page.

<h1> tag
'The content in your <h1> tag shows up as the headline on your page. Keep it at 75 characters. The <h1> can be the same as the title since you won't see both, but you can also use those ten extra characters to add a little more to it.

<h2> tags
Refer back to your outline and use the <h2> tags as subheads throughout the article. There should be one for each sub-section. Keep each of these sections under 300 words.

<h3> tags
Consider these sub-sub sections. You can use them to break apart more information within an <h2> heading. If your subsection is very long, use <h3> tags to break them up.

☐ Using Lists

Lists organize your content both for the reader and for Google. In terms of HTML, there are two types: "Ordered," which are numbered lists, and "Unordered," which are bullet points.

List Tags
Use HTML for your lists. Wrap the list with <ol> for ordered (numbered) lists, and <ul> for unordered lists. Then use <li> for each list item.

Most blog platforms, including Hubspot and Wordpress, can add the HTML coding automatically. All you need to do is use the text editor to select various headings instead of paragraphs, or bullet or numbered lists.

☐ Keyword Placement

When revising your first draft, make sure you place your keyword five times throughout the article. Include it in the <h1> and <h2> tags, and then again in the paragraph underneath it.

☐ Using Internal Links

Link to five other related blog posts in your article. The older the post, the better. Try to keep the links close to the header tags.

☐ Using External Links

Add two to five links to other sites related to your topic. Don't link to manufacturers or sites with too many ads. Those may lead readers to a competitor.

☐ Calls To Action

Add clear calls to action throughout the article. Use buttons to direct readers to downloads, other articles, or a form to contact you.