

The Essential

SEO Blog Post Checklist

Quick & Easy Steps to rank higher



SEO

BLOG CHECKLIST

Want blogs that show up on Google and connect with your readers?

Use this quick checklist before you hit publish.

Headline & Keywords

- Primary keyword in the headline (kept natural)
- Headline is compelling (promise, question, or benefit)
- Uses power words, numbers, or curiosity to hook readers

First Paragraph

- Primary keyword used once in the intro
- Sets context + grabs attention straight away
- Tells readers what they'll learn or get

Subheadings (H2s/H3s)

- Breaks text into easy-to-skim sections
- Naturally includes keywords or related terms
- Reads like a mini outline of the post

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Body Copy

- Short paragraphs (2–3 sentences max)
- Conversational, clear tone (sounds like you)
- Mix of text, bullets, and visuals for flow
- Internal links to 1–2 of your own posts/pages
- External links to at least one reputable source

Meta & Extras

- Meta description under 160 characters (with keyword)
- At least one image with alt text (descriptive, keyword-friendly)
- Strong CTA at the end (subscribe, book, download)

🌟 Final Tip If you've ticked fewer boxes than you'd like *don't stress.*

Most business owners don't have time to master SEO (that's my job).

I write SEO-friendly blog posts that sound like you while getting Google's attention.

👉 **Work with me**