



Blog Post SEO Checklist

Keyword Research and Blog Post Structure

- Begin writing your post by doing keyword research and competitive analysis.
- Decide on your keyword target(s). Add these to your blog outline (with search volume) so you use them! Note user intent.
- Do keyword research to find related topics and use those terms to structure your blog post (h tags).

On Page Optimization

Add your target keyword phrases in these critical places:

- Title tag
- Meta description
- URL
- Intro paragraph
- Header (H) tags
- Images, videos, audio files
- Internal links

