






# **21 Point Blog SEO Checklist (Infographic)**











# 21 POINT SEO BLOG POST CHECKLIST

CRANKING YOUR RANKING

## 5 STEPS TO OPTIMIZE YOUR BLOG POST FOR SEARCH

	<b>1 TITLE TAG</b>	The most important element for SEO, title tags indicate the relevance of your post. Limit yours to 55 characters to be presented in full on search engine results pages.
	<b>2 META DESCRIPTION</b>	Meta descriptions don't appear in your post or have SEO implications, however they usually become the subject of text presented in search that should inspire readers to click.
	<b>3 KEYWORDS IN THE POST</b>	Include your target keywords together as phrases two to five times in the post taking care to use them naturally.
	<b>4 SEMANTICALLY LINKED KEYWORDS</b>	Also include words that are semantically linked (closely related) to your keyphrase to indicate relevance to the topic at large.
	<b>5 HEADING</b>	Write your headline for readers and format it for search engines using the <h1> header tag.

## 10 TACTICS FOR ENGAGING THE READER

	<b>6 SECONDARY HEADLINE</b>	Headlines with dashes, colons and parenthetical statements can feature multiple keyword phrases and will likely increase your click rates.
	<b>7 FEATURED IMAGE</b>	Posts with images are more likely to be shared and clicked in social media. The featured image often appears in social streams when shared.
	<b>8 SUBHEADS</b>	Add subheaders to break the blog post into sections, and help move visitors through your content. Format them with <h2> and <h3> tags.
	<b>9 LISTS</b>	Numbered and bulleted lists tell readers the post will be formatted for easy scanning.
	<b>10 FORMATTING</b>	Short paragraphs make your posts easier on the eyes and more accessible. Use bold type and italics for emphasis, but sparingly.
	<b>11 LINKS</b>	Links are helpful to readers and provide meaningful SEO benefits. Link new and old posts to each other, product pages, and resources on authoritative sites.
	<b>12 QUOTES &amp; MENTIONS</b>	If optimizing blog posts for search means adding keywords, optimizing for social means adding people. Mention experts and quote them to add credibility.
	<b>13 EXAMPLES &amp; EVIDENCE</b>	Support claims you make in your posts with examples, research studies, stats, charts, and case studies.
	<b>14 CALL TO ACTION</b>	Every post should have a call to action introducing a practical next step and inviting the reader to become more engaged with your business.
	<b>15 AUTHOR BOX</b>	Blog author boxes have social media and conversion benefits. Include profile pictures, brief bios, links to the author's website and social media profiles.

## 6 ELEMENTS FOR A MORE COMPELLING MEDIA MIX

	<b>16 SECONDARY IMAGES</b>	Add images throughout your post to keep readers interested.
	<b>17 VIDEO</b>	Adding video to a post is one of the best ways to get visitors to stick around and spend time on the site, which has SEO benefits.
	<b>18 AUDIO</b>	Audio can be a media upgrade to any post. Creating podcasts is easier than you think. One simple approach is to create a mini audio book out of your blog post.
	<b>19 SLIDESHARE</b>	Create a presentation from your article, publish it on SlideShare and embed it in your blog post. SlideShare presentations can also include video.
	<b>20 CLICK TO TWEET</b>	Take a compelling sentence from the post (or use a version of the headline) and create a ready-made "click to tweet."
	<b>21 LEAD MAGNETS</b>	Improve the customer experience and build your email subscription list at the same time by including a free offer in your post. Digital marketers often refer to such offers as "lead magnets," and when placed in blog posts, "content upgrades."