

Is your content SEO friendly? A Checklist

- Select your primary keyword. Choose a keyword that is closely-related to your topic and is popular with users.
- Identify 2 to 4 secondary keywords. Do this by entering your primary keyword phrase in a search engine (Google, Bing, Yahoo); scroll to the bottom of the page and review the search phases listed. Tip: Use a private or incognito browser window.
- Write more than 300 words.
- Use the primary keyword phrase in the content title, page URL, description tag, and image alt tag.
- Place the primary keyword phrase in the first paragraph.
- Use the secondary phrase at least once elsewhere in the text.
- Write original, grammatically-correct content.
- Add inbound links (links to other pages/content on your site).
- Add outbound links (links to other websites/content outside your site).
- Use an SEO checker tool to double check it's effectiveness, such as Moz, Alexa, Site Checker, or SEO Tester Online.

Tip: Research hashtags related to your primary keyword phrase for use in social media. Also, consider alternative hashtags to promote your content, such as #MondayMotivation #TuesdayThoughts #TipTuesday #WednesdayWisdom #ThursdayThoughts and #FollowFriday.

Need ideas?

Check out AnswerThePublic.com. Enter a term and see what questions arise. If you can answer them, there's a piece of content for your website or blog.

