



CONTENT OPTIMIZATION CHECKLIST

VOLUME NINE

Optimizing your blog content for search engines is one of the most important things you can do to bring organic traffic to your site.

Before hitting "Publish", make sure your blog checks every item on the Content Optimization Checklist below.



KEYWORD USAGE

- Title Tags:** Lead with the title of your article, including the focus keyword, and end with your company. 50-60 characters.
- Headers:** Include the primary keyword in Header 1 (h1). Use Header 2s (h2) to break up content and improve readability.
- Meta Description:** Include the primary keyword, a brief description of the article, and a CTA. 140 characters.
- Keywords in content:** Use focus keywords 2-3 times in the article, including once in the first paragraph.

PRO TIP: Learn the Do's and Don'ts of Using Header Tags over at the Volume Nine blog <http://bit.ly/2mGsLCE>



BLOG OPTIMIZATION

- Authoritative Links:** Back up all facts or statistics with external links to sites with high domain authority.
- Internal Anchor Links:** Include 2-3 links to internal pages with descriptive anchor text.
- URL Formatting:** Use a modified version of the blog title - keep keywords, verbs, and nouns, and remove prepositions.
- Call to Action:** Provide a clear next step for readers to follow at the end of the blog. Include a link on relevant text.
- Images/Visuals:** Include a featured image and two or more relevant internal images.
- Image alt text:** Use a descriptive alt text for each image in the blog post. Include the focus keyword if relevant.

DID YOU KNOW? Users access the internet from mobile devices 51% of the time. Make sure your site is mobile-friendly with Google's Mobile-Friendly Test: <http://bit.ly/2rQpFRI>



BLOG CREATION

- Spelling:** Ensure your post is free of any spelling errors. Run it through a spellchecker to be certain.
- Grammar:** Use an online grammar checker like Grammarly to check that your post is grammatically correct.
- Persona:** Decide which persona (or target audience) you are writing for before beginning the article.
- User intent:** After deciding on your target persona, create an article with information the persona would find valuable.



WANT MORE CONTENT MARKETING TIPS?

Visit the Volume Nine blog at v9seo.com/blog, or contact the Content Marketing team at v9seo.com/contact