SEO Content Writing Checklist

Run every article through this list before it goes live.

BEFORE YOU WRITE

- [ ] The page targets one primary keyword that no other page on your site targets
- [ ] The format matches what already ranks for that keyword
- [ ] You know what this page adds that the top results don't: data, examples or experience

WHILE YOU WRITE

- [ ] The primary keyword is in the title tag, H1, URL, meta description and first 100 words
- [ ] The first paragraph answers the main question
- [ ] Every H2 is answered in its first sentence
- [ ] Paragraphs are short and the page is easy to skim
- [ ] Every statistic has a source and a date
- [ ] Facts and claims written with AI help have been checked

BEFORE YOU PUBLISH

- [ ] It links to 3–5 related pages with descriptive anchor text
- [ ] Images are original, compressed, named descriptively and have useful alt text
- [ ] The title tag is around 50–60 characters and the meta description 130–150
- [ ] The author and date are shown

AFTER YOU PUBLISH

- [ ] You've set a reminder to review the page in 6–12 months