

SEO-Friendly Blog Post Checklist

- ✓ **Identify core keywords**
- ✓ **Use keywords in the right places**
 - ✓ **Page title**
 - ✓ **Meta description**
 - ✓ **URL**
 - ✓ **Image alt text**
- ✓ **Expand to niche topics**
- ✓ **Write for people, not Google**
- ✓ **Make blog posts longer than 300 words**
- ✓ **Optimize your headlines (h1, h2, h3)**
- ✓ **Add internal links**
- ✓ **Mobile-friendly**
- ✓ **Create content for "E-A-T"**
- ✓ **Add visual elements**
- ✓ **Share on social**
- ✓ **Add share links to the blog**
- ✓ **Optimize old blog posts**
- ✓ **Create evergreen content**