

✓ *SEO Blog Checklist*

Use this checklist to ensure every SEO blog post you publish is set up for success.

Title & Meta Tags

URL Slug

The readable part of your web address (e.g., [yoursite.com/THIS-PART-HERE](#))

Importance: High

Meta Description

The short preview text under your title in search results.

Importance: High

Meta Title

The clickable headline that appears in Google search results.

Importance: Critical

H1 Tag (Title)

The main headline of your blog post. There should only be one.

Importance: Critical

Heading Structure

Keywords in Subheadings

Use keyword variations in your H2 and H3 subheadings to reinforce topic relevance.

Importance: Medium

Proper H2-H6 Hierarchy

Subheadings that organize your content.

Importance: High

Content Quality

Content Length

Your blog post should be long enough to cover topic thoroughly.

Importance: High

Linking

Anchor Text Optimization

The clickable words in a link should accurately describe the link destination.

Importance: Medium

Broken Links Check

Make sure all links work and don't lead to error pages before publishing.

Importance: Medium

External Links

Relevant links to other trusted websites that support your points.

Importance: Medium

Internal Links

Clickable links pointing to other pages on your own website.

Importance: High

Images & Media

Image File Names

The name of your image file should be descriptive.

Importance: Medium

Image Alt Text

Structured text description of images that helps search engines and visually impaired users.

Importance: High

Image Format

Choose the image file type best suited to your application (Common types: JPG, PNG, SVG).

Importance: Medium

Image Compression

Reduce image file size so pages load quickly without losing quality.

Importance: High

Technical SEO

XML Sitemap

A file listing all your website pages that helps Google find and index them.

Importance: Medium

Robots Meta Tag

Code that tells search engines whether to show this page in search results (“index”) or not (“no-index”).

Importance: High

Canonical Tag

Code that tells Google which version of a page is the “official” one to prevent duplicate content issues.

Importance: High

Page Speed

How fast your page loads (Google favors faster sites).

Importance: Critical

Mobile Responsiveness

Ensure your blog looks good and works properly on phones and tablets.

Importance: Critical

SSL Certificate

A security layer that protects users visiting your site. Check that your URL starts with “https://” instead of “http://”.

Importance: Critical

Schema Markup

Breadcrumb Schema

Code showing the navigation path to your article (e.g. Home > Blog > Article).

Importance: Low

FAQ Schema

Code marking up question-and-answer sections to potentially show in search results or AI answer citations.

Importance: Low

Article Schema

Special code that gives Google information about your article (e.g. author, date).

Importance: High

Author Schema

Code identifying who wrote the article.

Importance: Medium

User Experience

Structure

Leverage bulleted or numbered lists, summaries, short sentences for definitions, etc. to help AI crawlers skim and crawl content for rich snippet inclusions.

Importance: Medium

Table of Contents

Clickable list at the top of the page showing all major sections of your post.

Importance: Medium

White Space

Empty space around text and images makes content easier to read.

Importance: Medium

Clear Call-to-Action

Instructions telling readers what to do next (e.g., “Download our checklist”).

Importance: Medium

Multimedia Balance

Use a variety of media — e.g. text, images, videos and infographics — to keep readers engaged.

Importance: Medium

Indexing

Google Search Console Submission

Use Search Console to manually tell Google to index your new blog post.

Importance: High

No Index Errors

Confirm there's no code accidentally telling Google NOT to show your page.

Importance: Critical

Crawlability

Confirm Google's bots can access and read your page without barriers.

Importance: Critical

Final Review

Author Bio

Information about who wrote the article builds trust and authority. This is different from Author Schema.

Importance: Low

Publish Date

The date your article was published (helps with freshness signals).

Importance: Medium

Social Sharing

Social Share Buttons

Buttons making it easy for readers to share your post on social media.

Importance: Low

Open Graph Tags

Code that controls how your post looks when shared on Facebook or LinkedIn.

Importance: Medium

Link Functionality

Ensure all your links work as expected when clicked. Links should typically open in new tabs.

Importance: High