

Blog SEO Checklist

Content

- Blog is 1,500 to 2,500 words long (300 words minimum).
- Content is original.
- Blog is focused on a single keyword or phrase.
- Content has relevant headings and subheadings.
- Blog contains more than simple paragraphs.

Yoast Settings

- Post Title is 50-55 characters long.
- Post H1 is 60 characters long or less.
- H1 contains keywords for the post.
- Post has a meta description between 50 and 160 characters summarizing the post.
- Post slug is less than 60 characters long.
- Post contains at least one internal or external link.
- All images contain alt text of 140 characters or less.
- Post has a featured image assigned.

Before Launch

- Post appearance has been checked in Yoast search appearance.
- Post has been marked as non-indexable if necessary.