

# The ULTIMATE SEO Blog Post CHECKLIST



Use this checklist to maximize your Search Engine Optimization (SEO) for your blog posts. Good SEO will help you rank higher in search engines and increase your blog traffic, making it easier for people to find your content on the web. We start by optimizing images and then move to content formatting.

## IMAGE OPTIMIZATION



### ■ Images Needed

- Post Images
- Featured image
- Facebook image for Yoast SEO Plugin
  - ■ Crop to aspect ratio of 1200x628
  - ■ 20% Text Rule for image text
- Twitter image for Yoast SEO Plugin
  - ■ Crop to aspect ratio of 1024x512



As a shortcut you can make one image for both Facebook and Twitter with an aspect ratio of 2:1 or 1200x600 pixels. Leave some margin around the sides.



### ■ Find & Prepare Post Images

(Prepare images before uploading to WordPress)

- Find high quality sharable images
- Confirm the copyright status
- Crop image to aspect ratio of blog
- Add text
- Add logo/watermark
- Optimize image size to less than 100KB
- Further compress image with File Optimizer
- Image file name should contain keywords
- Optimized Title with keywords
- ALT Text should contain keywords
- Add description with keywords



 **Post Permalink**

- Permalink has no stop words and contains keywords

 **Write Excerpt**

- Make it interesting!

 **Format Text**

- H1 Headline/Contains keywords
  - Headline is it compelling/contain promise of payoff/clickable
- H2 Headers/Cap first letter of each word
- Indents
- Bullets
- Links (1 link per 100 words)
  - Links to relevant internal pages
  - Links to influential people and brands (authority sites)
  - Open in new tab
  - Use Follow Link
  - Use No Follow Link for affiliate sites or low authority sites
- Keywords and Synonyms of Keywords in post.
- Paragraphs are short. One sentence paragraph is OK.
- Add tweetable quote
- Add text boxes for main points

 **Yoast SEO Plugin (Wordpress)**

- Snippet Review
  - Edit title/contains keywords
  - Edit meta description/contains keywords/call to action
- Social
  - Facebook
    - Edit title/contains keywords
    - Edit Facebook description/contains keywords
    - Upload Facebook image
  - Twitter
    - Edit Twitter title/contains keywords
    - Edit Twitter description/contains keywords (120 Characters max.)
    - Add hashtags
    - Upload Twitter image

 **Categories**

- Select appropriate for post. Can choose multiple categories.

 **Call to Action**

- Signup form/link for blog post updates
- Add question to end of post for readers to comment

 **Tags**

- Select 2 to 5 appropriate tags

 **Post Images**

 **Featured Image**

**References**

- **Image Editing: Adobe Photoshop Elements**  
<http://www.adobe.com/products/photoshop-elements.html>
- **Image Compression: File Optimizer**  
<http://nikkhokkho.sourceforge.net/static.php?page=FileOptimizer>
- **Image Compression: Tiny PNG**  
<https://tinypng.com/>
- **Content: Yoast SEO Plugin**  
<https://yoast.com/wordpress/plugins/seo/>