

SEO & Content optimization checklist



RESEARCH

Identify & prioritize keywords

- Identify and prioritize keywords based on your business goals

Review SERP

- Identify the search intent and include all relevant intents to be included in the content

Review Google suggests

- Use the suggestions as sub headers (H2-H4) and answer the questions behind the searches with content



OPTIMIZE

Meta title

- Write a unique title with max 55-60 characters usage
- Keyword and with a call-to-action or unique selling point

Meta description

- Write a unique description with max 155 characters usage
- Describe the product and/or what is important about it

Headlines

- Use the keyword in the headline (H1)
- Use the keyword, synonyms or Google suggestions in sub headlines (H2-H4)

Main content

- Write the content with SERP research findings in mind
- Use the keyword in the page content (text) at least two times
- Try and use the keyword in the beginning of an sentence
- Try and use the keyword in the end of an sentence
- Include content from Google suggestions

Images

- Descriptive file name
- Compress image file
- Write ALT tag for the visually impaired

Internal links

- Link to relevant, related content (similar products, accessories)
- Optimize anchor text for link – not “click here”



FOLLOW-UP

Monthly follow-ups:

Rankings

- If the optimized page have improved its ranking: review next month again
- If the optimized page have decreased its ranking: re-optimize the page
- Continue to optimize the page until you reach a desired position (often position 1-3)

Bi-weekly follow-ups:

Google Analytics

- Review all organic search metrics
 - If metrics are up; continue the work
 - If metrics are down; investigate pain points