

What's Katie Up To?

SEO BLOG POST CHECKLIST

1. IN WORDPRESS ENABLE PERMALINKS "POST NAME"

☐ > WordPress > Settings > Permalinks > Common Settings > Post Name

2. CREATE A SEO FRIENDLY POST TITLE

☐ Find Keywords that people are searching for

- Use [Google Keywords](#) ; or
- Use the [Keyword Tool](#)

☐ Create at least 3 different Title versions

- Use [Headline Analyzer](#) to find the most Powerful Title

3. SEO SUPPORT PLUGIN

☐ Download the [YOAST SEO Plugin](#)

When you install Yoast SEO, a Box appears at the bottom of your Blog Post writing window. Follow the suggestions given on Readability & Keywords. Try to implement as many of the Yoast suggestions as possible, at least until your reach green overall ratings on both indicators!

4. WRITE YOUR BLOG POSTS

☐ Define your main Keyword

☐ Write your Blog Post – Keyword density should amount to approx. 1-2% of the text. Not more -> Keyword Stuffing can damage your SEO ranking – Follow the Yoast Ample System and aim for Green!

☐ Write paragraphs with approx. 300 words

☐ Yoast SEO suggest writing a Post with min. length of 300! I suggest at least 1500 words or better more!

- Define Headings & Subheadings
- Include Keywords in some of the Headings & Subheadings

5. WRITING STYLE

- Use easy language & write short sentences
- Find your own Blog voice and stick to it
- Use as many transition words as you can! Preferably 1 in each sentence! [HERE](#) is a list of transition words I find useful.

6. META DESCRIPTION

- In the Yoast Plugin Box go to: > Keywords > SnipedPreview > Edit Sniped
- In the Meta Description, you can choose the Text that will appear under the Blog Post Title in Google Search! This is a great opportunity to attract new visitors!
- Include Keyword in Meta Description
- Consider Length of Meta Description. Aim for Green in the Yoast Ample System

7. LINKS

- Inbound Links: Include links to at least 1, better 3 other Posts or Pages of your Blog.
- Outbound Links: Include at least 1 link to another website or blog, or product! Ideally, here you should link for example to an affiliate product you are promoting!

8. DEFINE TAGS

- WordPress allows you to set Tags at the right sidebar. Define 5-10 relevant Tags

9. IMAGES

- When uploading Images, Pictures or Diagrams change the Title of the Image BEFORE you upload it to WordPress, e.g. instead of *17snj1383.png* use *blogpostideas.png*