Blog Post SEO Checklist

Listed results in organic search receive 90% of clicks, which means it's essential that your content ranks highly in the search engine results page (SERP).

Follow this handy printable checklist to soar to new SERP heights. The sky *(okay, Google snack pack)* is the limit!

VENDASTA

Pre-Content: Strategy & Formatting

Strategy

❑ **1. Know the keywords you are trying to rank for**

Use keyword tools and study other blogs that are currently ranking for the keywords you wish to rank for. Make note of their strategies and tactics to make your post outperform current contenders.

❑ **2. Strategize the length of blog content**

- For your post to rank, bigger is often better, and most of your posts should be at least 570 words. Don't make the post unnecessarily long though—if you answer a question quickly, don't belabour the point.

- A shorter promotional post is okay once in awhile, though it is more difficult to rank for these pieces. These posts may provide other value to your readership—for example, they can may be more readable and digestible for regular blog visitors.

❑ **3. Use related keywords, or LSI, Latin Semantic Indexing.**

- Aim for a keyword density 2-3% (all keywords combined)

- Make sure you put the user first—keyword stuffing isn't pretty.

- For example, our blog on how to respond to reviews currently ranks for "**how to respond to negative reviews**" and "**respond to google review.**" When optimizing for search, we can add in related keywords like "**how to respond to negative feedback**" and "**reply to a Yelp review.**"

Formatting

❑ **4. Include keywords in meta tag (page/SERP title and meta description)**

- Your title length needs to be about 65 characters (512 pixels) to show up in search. Any longer than that and the entire title won't show up in search results. Include your keywords here as well.

> Top 10 Review Websites to Get More Customer Reviews On - Vendasta
> https://www.vendasta.com/blog/top-10-customer-review-websites ▾
> Feb 27, 2017 - A tabled list of the **top 10** customer **review websites** for businesses to get more **reviews** on, featuring detailed page summaries and backed by ...

- The meta description length needs to be 155-160 characters. Include your keywords, and make this actionable if possible.

- Note: if using the date option to show along with your description, the recommended size is 140-144 characters.
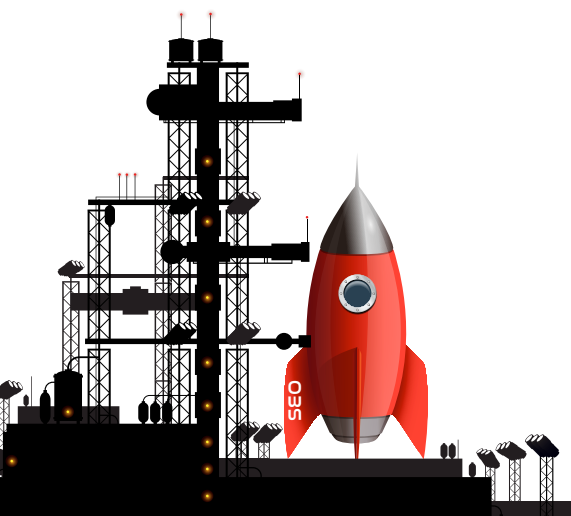
❑ **5. Include company or brand name at the end of page/SERP title**

This should show up at the end of your blogs in search, like "Vendasta" does here when we search for top review sites:

Top 10 Review Websites to Get More Customer Reviews On **Vendasta**
https://www.vendasta.com/blog/top-10-customer-review-websites ▾
Feb 27, 2017 - A tabled list of the **top 10** customer **review websites** for businesses to get more **reviews** on, featuring detailed page summaries and backed by ...

❑ **6. Include keywords in URL (slug)**

- Include keywords in slug and condense this more than the blog title. There's no need to use the entire blog title in the slug. It's okay to have stop words between keywords, or break up long tail keywords.

   For example:
   https://www.vendasta.com/blog/32-fun-google-tricks and https://www.vendasta.com/blog/32-tricks-on-google are both ok for the keywords "Google tricks"

❑ **7. Include keywords in the blog title**

- This is the official title for the blog that goes at the top of the actual post. It's better to use the exact keyword, but it's okay to use break it up too.

   For example:
   - Exact keywords: 10 *fun Google tricks*;
   - Separate keywords: 10 fun tricks you can do on Google.

❑ **8. Be concise and precise with blog tagging**

Keyword stuffing related terms in the blog tag is a no-no. While blog tags do not have direct SEO value per se, they do enhance user experience and site customization. Think of blog tags like a group of content based on keywords that makes it easier to find similar posts.

For example:
https://www.vendasta.com/blog/review-management-best-practices This post is categorized under "Agency Insights," and also tagged in "brand monitoring," "online reputation," "reputation management," "review generation," and "review management." From here, users can find similar posts related to that topic.

Tags

[   ] Add

Separate tags with commas

- ✕ brand monitoring
- ✕ digital marketing
- ✕ online reputation
- ✕ reputation management
- ✕ review generation
- ✕ review management

Choose from the most used tags

Content Body:
Media & Text

Media

❑ 9. **For images, use succinct text, lower case and keywords in image alt text**

　　• Alt text is what appears when the image fails to load, and gives a short description of the image. Alt text should be succinct, like you were describing the image in a caption. Use the keyword if possible, but do not keyword stuff.

　　• In this example, the alternative text describes the image, and also contains the keyword "reviews."
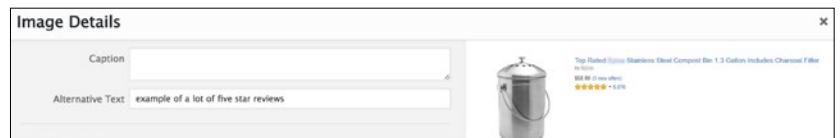
❑ 10. **Use keywords in image title and description**

　　• Add an "Image Title Attribute" section when editing an image

　　• This should contain a description with keywords

❑ 11. **In blog images: ensure that images used in the blog have a small file size**

　　• Try to keep a balance of image quality and image file size. Aim for under 70 kb where possible, and jpeg is generally best for images used in a blog post.

　　• Remember to scale images down to the size you want to show in the blog.

❑ 12. **Use multimedia in addition to your blog copy and give the user the ability to get your content offering in multiple mediums**

　　Where applicable, offer the information in another way in addition to copy from the post—include a slide deck, ebook, infographic, video, images, etc—where relevant.

Text

☐ 13. Do **not** use an additional H1 header in the content body

- Wordpress and many other content management systems (CMS) will default your title to an H1. So, if it is input in the CMS, it will automatically be placed at the top of the post and you do not need to insert it again. More than one H1 title is not recommended for SEO.

- On the flip side, use as many H2 or H3 titles as you want, especially with keywords. Try to go in order. For example, don't start using H3 if you haven't used an H2 in your post yet.

☐ 14. **External links: provide references/credit where credit is due and give value/backlink(s) to your sources**

- It's always good refer to 1-2 related pieces of content from sites with authority so people trust your content.

- Avoid linking to competitors, as you do not want to help them with their SEO efforts. If you are using a statistic, you can mention them, but you don't need to provide a backlink.

☐ 15. **Use internal links: link internally with phrase match keywords**

- Do not exchange (directly reciprocate) links while linking.

    For example, don't link from the Google tricks blog to Gmail tricks blog while simultaneously linking from the Gmail tricks blog back to the Google tricks blog.

- Think of internal linking as forward and backward and not circular. Linking one page up and down, or just one page down, is the best practice

    ☞ *Example of one page up and down linking:*
    Google tricks << **gmail tricks** >> funny internet tricks and tips.

    ☞ *Example of one page down linking:*
   Internet Tricks >> Google tricks >> gmail tricks

❑ **16. Optimize your content for snippets (if appropriate)**

Rich Snippets

[All In One Schema.org Rich Snippets](#) plugin is an easy way to add a rich snippet to make information quickly accessible to users. Note that there are many different types of snippets, including rich snippets and featured snippets.
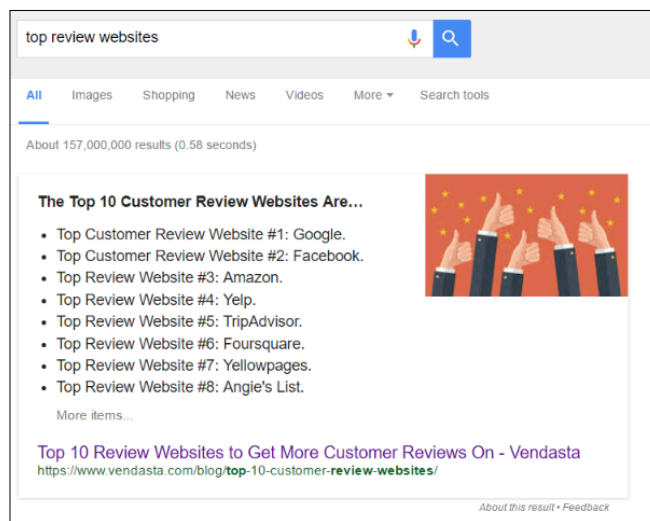
Here's how a rich snippet can appear in search:
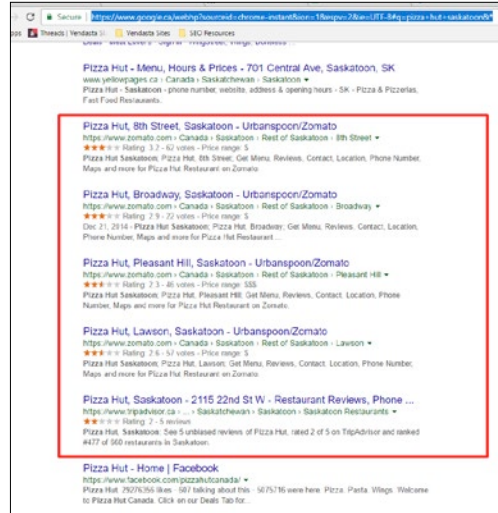
Featured Snippets

To optimize for a featured snippet or answer box, follow the steps in our [How to Rank for Featured Snippets In Plain English](#) blog.

Here's how a featured snippet appears in search:

Post-Post

Indexing

❑ **17. After the blog is posted, index your post with search engines. Use "[fetch as google](#)" to index your content instantly.**

Until your content is indexed by Google, someone else could post it on their site and have it indexed as their own—then you'll never rank for it! Use www.google.com/addurl

Outreach

❑ **18. Share your content on social media sites, social bookmarking sites, communities and forums once it's published.**

This is the easiest way to get backlinks and referral traffic. Find sub-reddits and specific community sites that are relevant to the post topic or industry/niche.

Here are a few effective bookmarking sites, communities and forums specifically for marketing firms/agencies:

- Digg
- Delicious
- Stumbleupon
- Reddit *(the following are marketing specific examples)*
  - Reddit.com/r/marketing
  - Reddit.com/r/webmarketing
  - Reddit.com/r/seo
  - Reddit.com/r/dataisbeautiful
- Scoop.it
- Tumblr
- Pinterest - pin your content images and pin the content by featured image.
- Inbound.org (marketing specific community)
- GrowthHackers.com (marketing specific community)
- Warrior Forum (marketing specific community)

The leaders in conquering local marketing

About Vendasta

Vendasta's vision is to be the #1 platform for agencies to sell digital solutions to local businesses. Vendasta offers a marketplace of rebrandable products and a smart platform that empowers agencies to acquire, retain and grow customers.

Vendasta turns salespeople into local digital marketing experts by using AI to create customized reports that speak to the prospect while educating salespeople. Salespeople can use this content to show local businesses how they're stacking up and teach them how to further improve their online presence.

To further the local business's understanding of their local marketing performance, Vendasta is working to develop the Local Marketing Index, the LMI. The LMI will be an industry benchmark to gauge a small business's performance against their competitors, show them what they need to do to improve and how they're getting better over time—prescription, context and tracking. When paired with Vendasta Marketplace and our platform, the LMI becomes the most powerful customer growth and retention tool.

For more information, visit www.vendasta.com

the #1 platform for selling digital solutions to local businesses

VENDASTA
www.vendasta.com

1 855.955.6650
sales@vendasta.com
vendasta.com