Checklist: SEO

Page Titles

The content of the page title is the clickable headline for listings on Search Engine Result Pages (SERPs) and certain social media shares.

- ☐ Are keywords in the beginning of the title?
- ☐ Am I using keyword *phrases*?
- ☐ Is my title 50 characters or less?

Summary Description (Meta Data)

On our platform, we don't *require* you to fill in specific metadata, but you should still be aware of what search engines are picking up. You can add a summary on most types of pages that will display as the page description on SERPs.

- ☐ Is my page summary 160 characters or less?
- ☐ Does my page summary accurately describe the topic of the page?
- ☐ Does my page summary include keywords?
- ☐ Is it enticing enough for people to click on?

Headers

Headers are used to separate blocks of information for scannability. Formatting your page with headers help readers *and* SEO.

- ☐ Do my headers include related keywords?
- ☐ Do my headers help grab the topics of the main post?
- ☐ Am I using headers to separate blocks of related content (NOT as a styling tool)?

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Body Copy

Providing original value is the best SEO strategy. Search engines prefer content that is well organized and has useful information.

☐ Is my page or post between 400 and 900 words?
☐ Do I use headers and break my content up into smaller paragraphs?
☐ Do I include relevant links?

Page Location

Page nomenclature is a labeling system. Your pages should fit logically in subpages, etc.

☐ Is my site page easy to find in a menu or submenu?
☐ Can the user tell where they are and how they got there?
☐ Is my blog post appropriately tagged by topic?

Images & Media

File names should be descriptive and include keywords or phrases. Avoid using numbers or a string of symbols or characters.

☐ Are my images clearly named using hyphens between words?
☐ Do my images contain alt text?
☐ Do I include a caption with the image (including source if needed)?

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