

Blog optimisation checklist

Use this checklist to make sure your blog articles are optimised:



Keyword research

Target relevant **keywords** throughout your article

Headings

Use structured headings (**H1, H2 etc**) to organise the content

Meta data

Create **interesting** meta titles and descriptions

Internal links

Be sure to **include links** from your website and from your other blog articles

Visuals

Add **images, videos or infographics** to add further interest and engagement

Calls to action

Use **clear CTAs** to drive the reader to take the next step

Presentation

Include lists, bullet points or tables to present information and make it **more digestible**

E-A-T

Make sure your content follows the **Expertise, Authoritativeness, Trustworthiness** guidelines