

Pre-Publish SEO Checklist

Choose “*progress over perfection.*” It is very likely that you will be unable to tick every box for every single post or page. Don’t fret. Publish, and focus on improvement; earning better results month over month.

- Content has been reviewed and tweaked for the final time
- The intention of the post matches the final version of the post
- Post title includes one of my primary search terms, categories, or tags
- The post title is unique to the *entire* website
- The most important words to my brand come first in the:
 - Post title
 - Browser title
 - Post URL
 - Content sections, subsections, and chapter titles
 - Content paragraphs, especially the 1st paragraph of each section
 - Filenames
 - Images
 - PDFs
 - Videos
- I have used heading tags for sections, subsections, and chapters only
- I have used bold and italics to highlight words that are non-essential to my brand
- Images have been resized
- The name of the images are good for my brand’s SEO
- I have assigned one and only one category
- I have assigned one and only one tag (or none)
- I have added at least one internal text link
- The browser title is less than 70 characters
- I have edited the slug part of the (permalink) URL to remove non-essential words and enhance it for SEO