

## The number one rule

- What problem are you solving for your audience?

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## Target keyword

- What keyword are you targeting? \_\_\_\_\_
- Keyword appears in first paragraph
- Number of times the target keyword appears on the page? \_\_\_\_\_ (Goal: 3-10)

## H1 headings

- Clean and self-explanatory
- Keyword included in H1

## H2 headings

- Structured logically and informatively
- Variations on the primary keyword included

## Meta title

- Explain the topic in under 60 characters \_\_\_\_\_
- Meta title set in the <head>

## Meta description

- Explanatory and snappy within 160 characters \_\_\_\_\_
- Keyword included (if it's natural to do so)

## URL

- Slug: www.URL.com/ \_\_\_\_\_ (80 characters max)
- 'Stop' words (the, a, as, e.t.c) removed

## Internal links

- Article features links to related content
- All links are helpful, explanatory, and natural

## Call to action

- Strong call-to-action in your post

## Readability

- Acronyms explained
- Keep it simple! (ideally Grade level 10-12)

Get in touch and let us know what part of your marketing needs our expert help.

Request a consultation