**SEO Copywriting Checklist**

Use these guidelines to optimize your web content to be found in search and easily shared. This checklist helps you get maximum SEO value from each page you publish.

### During the Writing Process

- **Persona** Did you identify the likely audience for this page, and does the page address their needs?
- **Primary keywords** Does the page target a relevant keyword phrase or (at most) two?
- **Secondary and clarifying keywords** Does the text contain keyword synonyms and variants as well as related secondary keyword phrases?
- **Call to action (CTA)** Is there a fitting call to action on the page? Lead your reader to what related action you want them to do next.
- **Word count** Is the word count in the range of top-ranking pages for the target keywords?
- **Required hyperlinks** Is a contextual link to a relevant landing page included, with optimal anchor text?
- **Headline (H1 heading)** Is the headline fine-tuned to get a click and contain a target keyword?
- **Short paragraphs** Are paragraphs between one and three sentences long, since short paragraphs look better on mobile screens?
- **Scanability** Are bullet points and subheadings used to help readers easily scan the text?
- **Mobile-friendly writing style** Does the content include conversational language, like answering questions that are commonly asked in voice searches?

### Before You Hit Publish

- **Page URL** Is the URL properly constructed for your site and not overly long? Does it contain hyphens in place of spaces?
- **Page title** Does the title tag have the primary keyword? Is the wording unique (on your site), appropriate for the page content and no longer than 65–70 characters?
- **Meta description** Is the meta description tag uniquely crafted to contain keywords and accurately tell searchers why they should click?
- **Images** Are there images on the page that create visual interest and break up text? Are they sized to be the actual display size, not larger, to protect page-load speed?
- **Image tags** Do all image tags have a descriptive alt attribute and include height and width dimensions for faster browser loading?
- **Open Graph title** Is the text that shows up as the headline of the page when someone shares this page in social media optimized to entice a click?
- **Open Graph description** Is the description of the page that shows up when someone shares this page in social media optimized to entice a click?
- **Open Graph image** Is an image that illustrates the content included in the og:image tag to entice a social media user to click through to the page?

### When the Page Is Live

- **Broken links** Are any broken links found when you run the URL through a link checker (such as Check My Links)?
- **Readability** Is the reading level right for your target audience? You can use the Single Page Analyzer to check your page’s text metrics and then adjust as needed.
- **Page speed** Does the page load in 2 seconds or less according to a Pingdom test? Should any on-page resources be optimized to load faster?