



# 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.

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## 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?

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## 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?

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## 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](#))?
- 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?
- 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.