

SEO Writing Checklist

- Use your target keyword in the page title (H1).
- Include your target keyword in at least one H2 heading.
- Use People Also Ask (PAA) questions as headings.
- Answer each PAA question directly and concisely in the paragraph below it.
- Avoid keyword stuffing—write naturally.
- Include your target keyword within the first 100 words of your content.
- Write short, clear paragraphs (2–4 sentences each).
- Use bullet points and numbered lists to make content scannable.
- Use a clear meta title and meta description containing the target keyword.
- Add internal links to other relevant pages on your website.
- Add external links to authoritative sources when appropriate.
- Use descriptive ALT tags for all images.
- Ensure headings follow a proper hierarchy (H2, H3, etc.).
- Include a strong, clear call to action (CTA) at the end of the content.
- Proofread for grammar, spelling, and clarity before publishing.