

SEO Checklist:

TURN YOUR SEO MISTAKES INTO SUCCESS



As a beginner, you tried to build your website with SEO for weeks and months. However, your website is not performing as well as you expected. And you wondered why.

Here is a simple guide for you to identify if you have committed the SEO mistakes without realizing it. Below is the checklist that you can refer to that helps to create a better content for your website.

Content		
1.	Avoid creating misleading titles .	✓
2.	Keep your headline between 50-60 characters .	✓
3.	Reread your blog post and make sure you don't sound like other writers to avoid plagiarism.	✓
4.	Provide data as proof to support your facts .	✓
5.	Always check your content to find out which aspect that you can improve in even after publishing your blog post. For example, keyword optimization.	✓
6.	Do internal linking to all the posts and websites that you've mentioned for the convenience of readers.	✓
7.	Plan your schedule and post consistently , once or twice a week (up to you). You can use Trello to organize your agenda.	✓
8.	Diversify the LSI keywords in your content. You can look for more options at http://lsigraph.com/ .	✓
9.	Include some personal touch in the story so that readers can relate better.	✓
10.	Write a short and simple meta description between 150-160 characters for readers and Google to have an idea on what your article is about.	✓
11.	Use Google Analytics to check your content and website performance from time to time to see what is working and what's not.	✓
12.	Include H1, H2, and H3 tag in your content to guide the reading's flow.	✓
13.	Check how easy the readers can understand your content at https://readability-score.com/ .	✓
Keywords		

14.	Remember to include keywords in your headline, URL and meta description.	✓
15.	Choose the keywords that answer the user's intent (informational, navigational, transactional).	✓
16.	Don't stuff the same keywords over and over again in your content.	✓
17.	Check your keyword density with this formula: Keyword Density = (Number of Keywords / Total Words in Article) X 100.	✓
Images		
18.	Use only images related to your topic in the blog post. Irrelevant images are not useful to the readers.	✓
19.	Insert interesting infographics or pie chart rather than boring data like words.	✓
20.	Remember to include ALT text in the images so that Google will know what is your image about.	✓

