

SEO Checklist 2018

Content Grading

- 1. Internal linking guidelines (Linking to pages on same level, Supporting above and below)
- 2. Page titles (Measuring CTR; Are they better than competitors? Do they speak to persona?)
- 3. Descriptions (Measuring CTR; Are they better than competitors? Do they speak to persona?)
- 4. h1 (Does it contain keyword and help with conversions?)
- 5. h2 (Number used;Do they contain keywords? Do they help reader?)
- 6. Copy (Is it 100% unique,high quality and does it speak to the user?)
- 7. Images (Number of images used? Are all optimized?)
- 8. Image alts (Does it help visually impaired? Does it contain keywords?)
- 9. Image descriptions (Does it contain keyword and help user?)
- 10. Videos (Are they full optimized?)
- 11. Schema markup (logo,reviews,local etc.)
- 12. Reviews (Are they unique?Do they have markup? Do they help with rankings?)
- 13. Comments (Are they unique? Are they high quality?)
- 14. Related keywords (Are they used throughout the page? Are they correct?)
- 15. Answer questions of the topic (Are most important questions addressed on the page?)
- 16. Facts on the topic (Are facts relevant to current calendar year present on the page)
- 17. Link to blog post and articles on the topic (on same website) (Are they being updated often? Do they have a keyword?
Is the content unique? Do they cover relevant topics?)