

SEO Optimized Blog Post Checklist

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1. Choose the Right Keyword

- Use tools like **Ubersuggest**, **Google Search**, or **Ahrefs**
- Match keyword with search intent
- Aim for long-tail keywords with low/medium competition

2. Craft a Compelling Title

- Start with the focus keyword (e.g., SEO Optimized Blog Post)
- Add power words or numbers if possible
- Keep it under 60 characters

3. Plan Your Structure (Before Writing)

- H1 = title (only once)
- Use clear H2s for major sections
- H3s for sub-points or steps
- Break long paragraphs; keep it skimmable

4. Write a Strong Introduction

- Hook readers within the first 2–3 lines
- Mention your focus keyword naturally
- Preview the value of the post

5. Use Keywords Smartly

- 1–2% keyword density (don't overstuff)
- Include variations (LSI keywords)
- Use focus keyword in intro, at least one H2, and meta description

6. Add Internal & External Links

- Link to 2–4 relevant internal blog posts
- Link to 1–3 high-authority external sources

7. Optimize Visual Elements

- Add images or visuals every 300–400 words
- Use descriptive filenames (e.g., seo-checklist.png)
- Add keyword-friendly alt text where natural

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8. Final On-Page SEO Tweaks

- Title tag optimized and under 60 chars
- Meta description under 160 chars, keyword included
- Clean URL slug with keyword (e.g., /seo-optimized-blog-post/)
- Table of Contents and schema (if available)
- SEO plugin score: aim for green (**Yoast** or **RankMath**)

9. Proofread + Publish Confidently

- Use Grammarly or Hemingway for clarity
- Double-check links and formatting
- Hit publish... and share it!