

The Perfectly Optimized Article

After researching your keywords and writing an article around the subject, use the checklist below to optimize your article:

- 1) **Bold Keyword**
- 2) *Italicized Keyword*
- 3) Underlined Keyword
 - a. Make this a hyperlink (www.site.com) to another page in your website
- 4) Insert a picture and make sure its name and ALT tag is the keyword
- 5) Make the first word in the blog post the keyword
- 6) Have an H1, H2 and H3 Tag containing the keyword in your article.
- 7) Make sure blog post URL contains keyword: www.yourwebsite.com/how-to-keyword/
- 8) Create an internal link to another blog post on your site relating to topic at hand (if possible).
- 9) Create an outbound link pointing to another website (that you don't own).
- 10) Have the last 50 words of your article contain the keyword.
- 11) Have a keyword density of 1% to 3%
- 12) Make sure your title is 70 characters or less
- 13) Article should be 300 words in length MINIMUM.

...and that's The Perfectly Optimized Article!