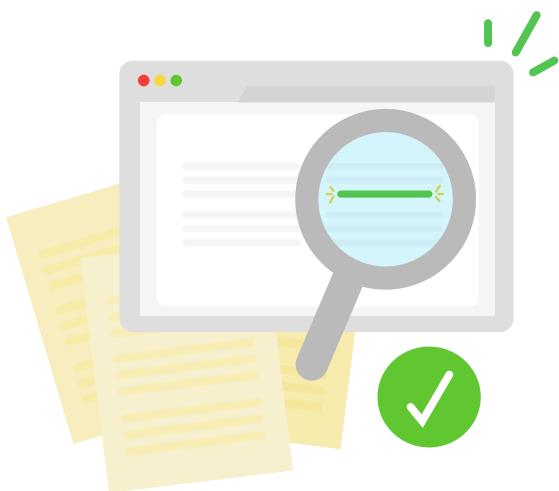


A CHECKLIST FOR WRITING SEO *FRIENDLY POSTS*



PHASE 1:

Select Your Keywords



Identify one (1) primary keyword

■ **Tip:** Choose a keyword that is closely related to your topic or theme, is popular with users, and has a low competition score.

To find keywords that fit this criteria, use Alexa's [**Keyword Difficulty Tool**](#).

Identify two to four (2-4) secondary keywords

■ **Tip:** One easy way to identify secondary keywords is to enter your primary keyword in a Google search, look at the related searches list, and choose two to four search phrases that are related to your primary keyword.

You can get the
Keyword Difficulty Tool

and other useful resources for keyword research
in [**Alexa's Full Marketing Stack**](#).

**Sign up for a
free 7-day trial**

PHASE 2:

Write Your Content

Write for readers, not search engines.

Write more than 300 words.

Use the primary keyword naturally throughout the text.

■ Tip: A good keyword density is about 2 percent, so use the keyword naturally about one to two (1-2) times for every 100 words.

Use the secondary keywords once throughout the text.

Use the primary keyword in the first paragraph.

Use the primary keyword in a subheading.

■ Tip: Subheadings should be formatted with a H2, H3, H4, etc.

Use the primary keyword toward the end of the page.

Write original content.

Write grammatically correct content with no spelling errors.

Write for an eighth-grade reading level.

■ Tip: You can find your Flesch-Kincaid Grade Level and tips for improving your content by using the **Readability Score**.

Add inbound links.

Add outbound links.



PHASE 3:

Optimize Your Post

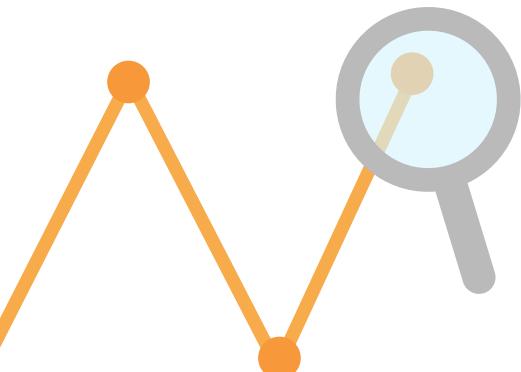


Use the primary keyword in the page title.

Use the primary keyword in the permalink.

Use the primary keyword in the SEO title.

- ▶ *Do not exceed 55 characters.*



Use the primary keyword in the meta description.

- ▶ *Do not exceed 155 characters.*

Assign appropriate categories and tags.

Use the primary keyword in image alt tags.

PHASE 4:

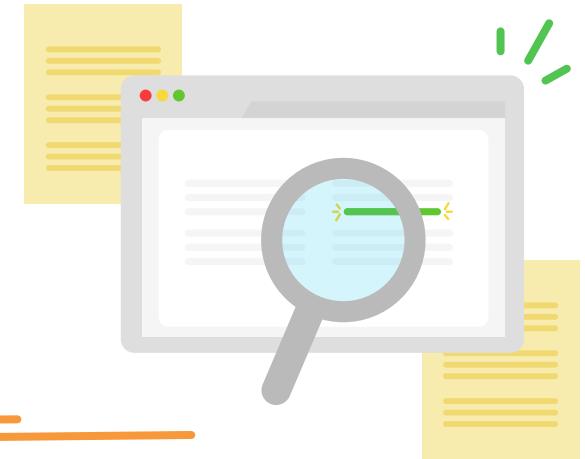
Double-Check Your Work

Use Alexa's **On-Page SEO Checker**, which identifies errors and opportunities to improve your page's performance in search.



Stop Guessing at On-Page SEO!
**Use Alexa's On-Page SEO
Checker to Identify:**

- ▶ Missing keywords
- ▶ Incorrect meta titles and tags
- ▶ Options for secondary keywords
- ▶ SERP appearance improvements
- ▶ Visitor experience optimizations



*Try the On-Page SEO
Checker **FREE**
as part of Alexa's
Marketing Stack*