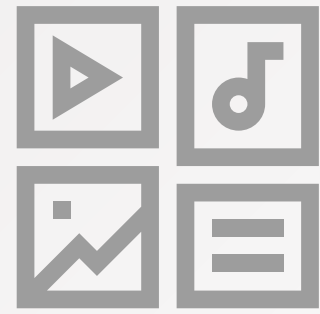# SEO Checklist

For Content Marketing Manager

1 Headline & URL

- ☐ Organic traffic to content pages/posts.
- ☐ Total number of blogs published.

2 Content Structure

- ☐ Are the paragraphs concise, with 3 lines or less?
- ☐ Is the focus keyword present within the first 100 words of the content?
- ☐ Is the focus keyword mentioned at least 5 times throughout the content?
- ☐ Are there appropriate H1, H2, and H3 headings that incorporate the keyword(s)?
- ☐ Have you incorporated LSI (Latent Semantic Indexing) keywords relevant to the focus keyword?

3 Links & UTM Tags

- ☐ Does the content contain UTM tags for internal links?
- ☐ Are there 2 "no-follow" outbound links directing to high-authority websites?
- ☐ Have you incorporated internal links directing to other relevant blogs or pages?

4 Images & Media

- ☐ Is the prepared featured image for the blog aligned with a predefined template?
- ☐ Are there more than 5 relevant images used throughout the blog?
- ☐ Does the alt text for all images in the blog contain the focus keyword?

5 SEO & Readability

- ☐ Does the content achieve a Hemingway Score of 6 or above, ensuring readability?
- ☐ Is the SurferSEO rating of the content 90+?
- ☐ Is the plagiarism percentage of the content below 2%?