

## SEO-Friendly Blog Post Checklist (For Chaos Creators Who Still Want to Rank)

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### Before You Write:

- Choose one clear, primary keyword that aligns with search intent.
- Research your topic—check what ranks now, and figure out what's missing or weak.
- Outline your post. Yes, really. Even a loose sketch will help you avoid writing a 2,000-word spiral.
- Think in questions. What would your ideal reader literally Google?

### Headline & Meta:

- Write an H1 headline that includes your target keyword but still sounds like a human wrote it.
- Create a meta title that's 60 characters or less and makes people click.
- Write a meta description (155–160 characters) that teases the value of your post without being boring.
- Use power words or curiosity gaps without going full clickbait.

### Content Structure:

- Use H2s to create a logical, scannable outline.
- Include keywords in your subheadings naturally.
- Use bullet points and short paragraphs. No one is here for a wall of text.
- Add H3s or bold sub-sections where needed to break up complex ideas.

- Include a table of contents for long posts (and add jump links if your CMS allows).

#### On-Page SEO Must-Haves:

- Mention your primary keyword in the first 100 words.
- Sprinkle related keywords, phrases, and synonyms throughout the text—don't overdo it.
- Add internal links to 2–3 other blog posts or relevant pages.
- Add 1–2 high-quality outbound links to credible sources.
- Optimize images: compress for speed, add descriptive filenames, and write ALT text with context (not keyword spam).

#### UX & Readability:

- Use a large, readable font with generous line height.
- Add white space to prevent mental claustrophobia.
- Break up long blocks with pull quotes, stats, or bolded summaries.
- Include a CTA or conclusion that feels like a payoff, not a shrug.

#### Post-Publish Checks:

- Test the mobile version—does it still read like a blog and not a ransom note?
- Run a quick speed check (Google PageSpeed Insights, GTmetrix, etc).
- Check for broken links or messed-up formatting.
- Share it to your main channels: email, socials, syndication tools.
- Monitor performance via Search Console, GA, and your ego.

### Optional Chaos Bonuses:

- Create a repurposing plan: which parts can become tweets, reels, carousels, or email content?
- Revisit and update in 90 days based on traffic and ranking data.
- Add a spicy quote for skimmers.
- Write a follow-up article linked to this one. Hello internal links.

### Final Note:

Great SEO is part strategy, part formatting, and part psychological warfare.

Your goal isn't just to "optimize for search engines"—it's to seduce the bored, skeptical human behind the screen into reading more than they planned.

Do that, and Google will notice.

Need help with your content strategy, SEO, or blog copy that doesn't make people yawn? Hire Alex: [WebSearchOptimisation.com](https://www.websearchoptimisation.com)