# Content SEO Checklist

* Identify your target audience and create audience personas
* Carry out competitor analysis for
	+ Keyword opportunities
	+ Content length
	+ Metadata
	+ Content gap
	+ Backlink profiles
* Brainstorm and decide on topic clusters
* Carry out keyword research
* Choose content formats to create (blog content, long-form content, evergreen content, etc.)
* Create a strong link building strategy (both internal and external)
* Decide on a content structure to improve readability (create templates if necessary)
* Create strict guidelines around grammar, plagiarism & other quality parameters
* Ensure meta tags are well written and stick to the following best practices -
	+ Meta titles are not longer than 50 to 60 characters
	+ Meta titles contain the primary keyword
	+ Meta descriptions are unique for each post and summarize the post well
	+ Meta descriptions are not longer than 150 to 160 characters
	+ Meta descriptions contain the primary keyword closer to the beginning
	+ Both meta title and description align with users’ search intent
* Optimize images added to the content. Check for the following -
	+ Images are compressed to a reasonable size without affecting the quality
	+ Appropriate image format (JPEG, PNG, GIF, etc.) is chosen
	+ Images have descriptive alt tags and the alt tags contain the target keyword
	+ File name of images includes the target keyword
	+ No important text that needs to be indexed is embedded in the images
* Create a content calendar for consistent posting to build site authority
* Run content SEO audits to optimize and repurpose old content
* Analyze your content's performance