# 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