

Informational Page - PDF

Writing a New Informational Page? Use this checklist to guide your page writing

This guide is a complementary guide you can use as an “SEO Checklist” when creating a new informational page for your site.

Content Quality

#1.) The content is easy for others to digest and addresses a clear need. There is ONE clear call to action.

#2.) Checked for spelling, grammar, and they are no broken links.

#3.) Headers are used (appropriately) and are related to language that communicates the site’s main purpose.

#4.) There is a variety of content (text, images, videos, etc.).

#5.) The title (and any subtitle) clearly communicates the “what” and for “who” (Ex: top acoustic guitars for beginners, fool proof sewing techniques).

Keywords

#6.) I know what keywords I’m optimized for. There are only a couple keywords max that are being optimized on the page.

#7.) The keywords (are words semantically linked to it) are used in the:

- URL
- Meta title
- Header
- Text description, near the beginning of the post
- Throughout the post, if does so naturally
- Alt text, image titles, and image file names

#8.) The keywords aren’t at risk of being keyword stuffed, the language on the page is natural and doesn’t overdo mentioning of the keyword.

Duplicate Content Check

#9.) This page isn’t too similar to another page on the site.

#10.) The keywords optimized on this page are unique to this page.

Links

#11.) This page links to at least one other page in the body (where it makes sense).

#12.) Other page(s) on my site link to this page.

Local SEO (if applicable)

#13.) To assist attracting local traffic, page includes keyword + city/area lingo.