SEO Checklist for Blog Posts

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KEYWORD USAGE

Keywords are the building blocks of on-page SEO. The areas of the page where a keyword should be placed are:

- ✓ Body Copy
- ✓ URL of the Page
- ✓ Meta Title
- ✓ Meta Description
- ✓ H1 (Header) Tag
- ✓ H2 (Subheader) Tags
- ✓ Anchor text of links pointing to the page (not outbound hyperlinks)
- ✓ Image ALT text
- ✓ First Paragraph of content
- ✓ Remaining content of the page

Sometimes, you will not be able to put a keyword in every area listed. Implement the keywords in as many places as possible and skip the areas you don't use. i.e. if you don't have any images on the page or it's not reasonable to change the URL.

Keywords used on the page **do not** need to match the search query exactly. **But the more exact the keyword matches, the better.** Meaning that if the target phrase is "Restaurant construction", then using terms like "Construction for restaurants", "Restaurant construction sub-contractors" or "Vancouver restaurant builders" will be considered less relevant. That being said, the search engines understand that these terms are all closely related and should be used in support to provide additional context.

Keyword	KD	Volume ▾
+ commercial construction	4	600
+ commercial construction company	30	150
+ commercial construction companies	38	150
+ construction commercial	0	150
+ commercial construction supply	0	40
+ commercial construction services	N/A	40
+ commercial construction contractor	N/A	40
+ commercial building construction	4	40
+ commercial landscape construction	N/A	30
+ what is commercial construction	10	30
+ commercial construction management	5	30
+ commercial construction companies near me	N/A	20

CONTEXT IS KEY

A keyword can be used across a wide variety of industries, so using language and words specific to your niche will help distinguish the meaning of your webpage. Using synonyms and closely-related terms will help Google understand the meaning of the page better. It's essential to keep in mind that although search engines are getting better at understanding the searcher's intent, it may not always be clear. So using only abbreviations, as an example, may not connect your web page with the right search results.

The more competitive the keyword, the more focused you should be. A single page can often target 3-5 keywords at a time. However, focusing primarily on a single keyword phrase in the content and meta tags may be needed for very competitive terms. Focusing does not mean "using exclusively" or "spamming". It just means that there is no doubt what keyword the page is about. Don't write about restaurant design in one paragraph, then office renovations in the next.

The more competitive the keyword, the more prominent the page should be. The single most important keyword for your company should probably be on the homepage. Broader search terms should be saved for top-level pages.

Avoid Keyword Cannibalization. The more pages you have targeting the same search term won't better your chance of ranking for that term. The opposite will happen. If a search engine finds more than one page on your site targeting the same term, then you will have two pages competing against each other for the same spot and it will often result in lower rankings.

A good way to avoid this is to refer to a **Page importance/Blocking Plan** spreadsheet which has a target search term assigned to each URL. Once a keyword is used by a URL, avoid using it for other URLs as much as possible. You should still link from other pages to the target page using that search term.

URL	Primary Keywords	Secondary Keywords	Meta Title	Char Count max 60	Meta Description	Char Count max 160
https://methodandmetric.com/	seo agency	ecommerce seo agency	Method and Metric SEO Agency | Making SEO More Human	52	Method + Metric is an SEO Agency specializing in search engine optimization, Analytics, CRO and ASO. We go beyond keywords and backlinks. Get in touch today.	157
https://methodandmetric.com/about/	search engine optimization company	search engine optimization experts	About Method	13	Method + Metric is an SEO company that helps brands improve visibility, increase their reach, and grow their revenue. Let us help you grow your business.	153
https://methodandmetric.com/careers/	Careers at Method and Metric	vancouver local seo expert technical seo company vancouver	Digital Marketing Careers | Method and Metric SEO Agency	56	Looking for a rewarding career in SEO? Join the Method + Metric team. We're a data-driven agency dedicated to helping businesses grow. Apply now.	145
https://methodandmetric.com/case-study-fitness-experience/	improve search engine visibility	how to improve visibility online, increase ecommerce revenue	Case Study: Fitness Experience | eCommerce SEO Strategy | Method + Metric	73	Discover how Method + Metric helped Fitness Experience increase their e-commerce revenue. Read our case study to learn how we can help your business.	149
https://methodandmetric.com/case-study-herox/	improve web traffic	how to improve organic website traffic	Case Study: Herox | eCommerce SEO Strategy | Method + Metric	61	Discover how Method + Metric helped Herox improve their web traffic from organic search sources. Read through our case study to learn more.	139

WRITING YOUR CONTENT

INCORPORATING SEO INTO YOUR WRITING

The best way to write SEO copy well is to know what keyword and (possibly) related terms you are targeting for the page BEFORE beginning to write it. Attempting to optimize a page after writing it almost always comes across as forced (because it is).

- Start with the story idea and the keywords you need to use for the story.
- Think about what information the reader is expecting to get from this page. Is the message clear? Does the page answer the reader's question?
- Consider who your target audience is and who is going to be searching for this webpage. Use their language and avoid industry jargon when appropriate.
- Don't write for the search engines, but rather, write for people; use proper sentence structure and natural language – write as though you were speaking with a friend.
- Avoid jargon – make sure the language is understandable by the reader.
- Use grammatical variations, synonyms, and related keywords.
- Determine how this piece of content relates to other sections of the site and determine other pages to link to.

SEO TIPS AND TRICKS

- People scan web content, so headers, bullet points, and short sentences are highly effective.
- Place the most important information at the top of the page.
- Make the action you want the reader to take clear and simple – Do you want them to contact you or download a PDF – then say so. Be direct, but polite.
- Keywords don't have to be used in the same order to contribute to the SEO. Search engines can identify terms used in proximity and correlate their relationship to each other. Semantic language is very important.

TECHNICAL SEO

1. Each page should have only one keyword or keyphrase target

2. Use the previous keyword research and write with these terms in mind. It needs to sound natural as if you were speaking it out loud.

3. If you find that you have to use a keyword frequently in the content, use synonyms to lessen the repetitive use; for *build*, you could use *create, redesign, make*

4. Ensure the keyword appears in the first paragraph

5. When writing content, you want to make the content scannable. Use headers to break up the content into digestible portions. Two, three, or four headers on a 300-500 word page is average. Ensure headers (h2 or h3) are enticing, descriptive, and use target keywords.

6. When writing content, it is important to add internal links (links between webpages). Again, only do this if it makes sense. Consider projects, services, or other blog posts.

7. Avoid keyword stuffing and don't worry about keyword density; Keep it natural and write as if you were talking face to face.

TITLE TAGS

- 50-60 characters – You want to maximize as much of the given space as possible without going over
- Google uses a pixel-width limit, so using uppercase letters will give you fewer characters to work with – use lowercase letters as much as possible
- Because of this pixel-width limit, use the best keywords at the front of the title in case the end of the title is cut off
- Avoid generic terms like Overview or What We Do
- Avoid unnecessarily long titles, as they are likely to get truncated when they show up in the search results
- Avoid keyword stuffing
- Avoid repeated or boilerplate titles
- Use | (pipe) to separate terms because it takes up fewer pixels
- Ensure the page title is focused and contains the keyword/phrase you're looking to hook users with
- Examples of effective title tags:
  - Tacofino Gastown | Restaurant Projects | Pacific Contracting
  - Commercial Tenant Improvements | Pacific Contracting

▼ Meta		
Title	Method and Metric SEO Agency | Making SEO More Human HTML	52/60
Description	Method + Metric is an SEO Agency specializing in search engine optimization, Analytics, CRO and ASO. We go beyond keywords and backlinks. Get in touch today. HTML	157/160
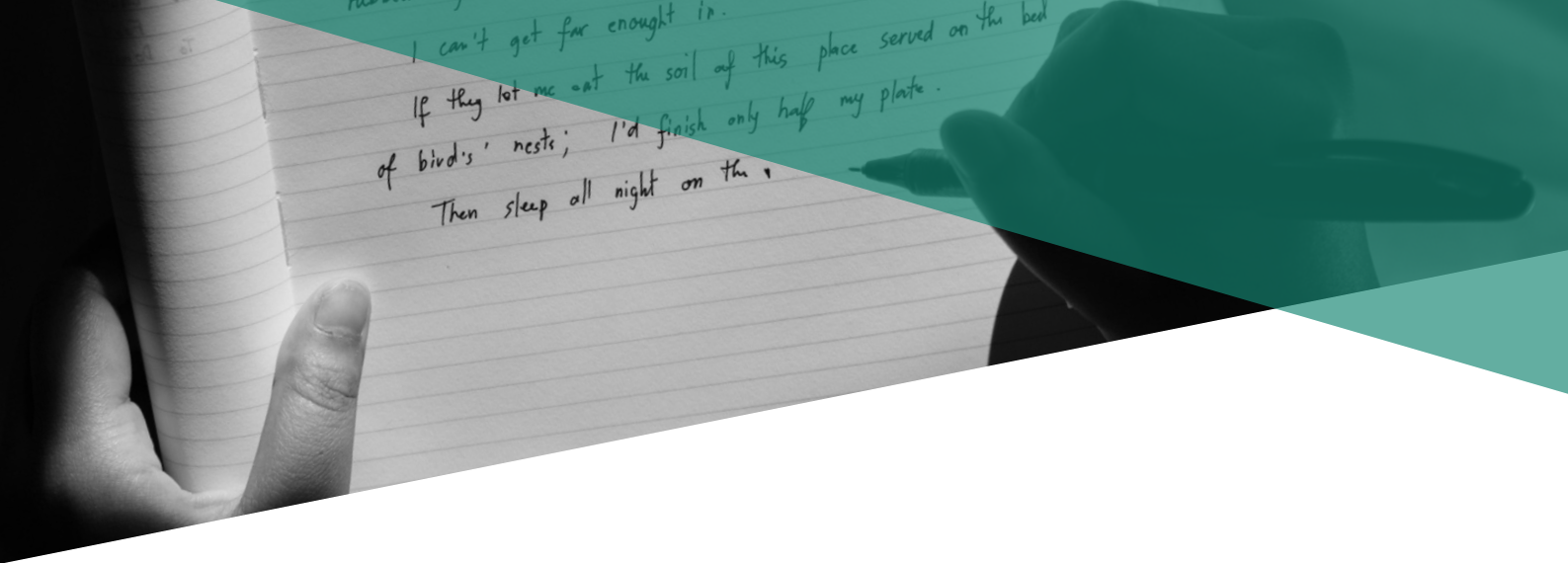
META DESCRIPTIONS

- 135-155 characters – You want to get the most out of the given space
- Meta descriptions must be unique & included on every page
- Identical or similar descriptions on every page of a site aren't helpful
- Use target keywords and synonyms
- Write in complete sentences that are compelling and that convey accurate information about what that page is about
- If Google does not detect a Meta Description on the page, it will scan the page and generate one itself

META KEYWORDS

- Do not use Meta Keywords, they do not provide any additional value to the SEO
- As tempting as it is, they are not used as a ranking signal by Google or Bing to determine the search results

IMAGE OPTIMIZATION

- Only use pictures you have a legal right to use
- The image file name must be descriptive and concise (2-3 words)
- Ensure each image has a unique ALT tag
- **File Type:** JPEG, PNG, GIF
- **File Size:** 20kb - 100kb
- **Image ALT tag:** unique; keyword rich phrase; relevant to page content
- **Maximum Height/Width** (whichever is greater): 1200px

File name: shopify-seo.jpg
File type: image/jpeg
Uploaded on: June 22, 2018
File size: 111 KB
Dimensions: 1000 × 449

URL	https://methodandmetric.com/wp-content/uploads/2018/06
Title	shopify-seo
Caption	
Alt Text	optimize shopify ecommerce seo
Description	
Uploaded By	jesse
Uploaded To	How To Optimize Your Shopify Site
Smush	Already Optimized

CONCLUSION

Keywords are so much more than words to describe your business, think of individual keywords as opportunities to capture organic traffic. The more keywords with the right search intent that your website ranks for, the more organic traffic will come your way. Drawing in the consumers that are already looking for what your business offers.

At Method + Metric, we help our customer's websites thrive through keywords and other SEO tactics. We're here to help businesses build organic traffic and increase quality leads.

Please reach out if you're looking for support or just want to chat with a bunch of nerds about SEO.

Method + Metric
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