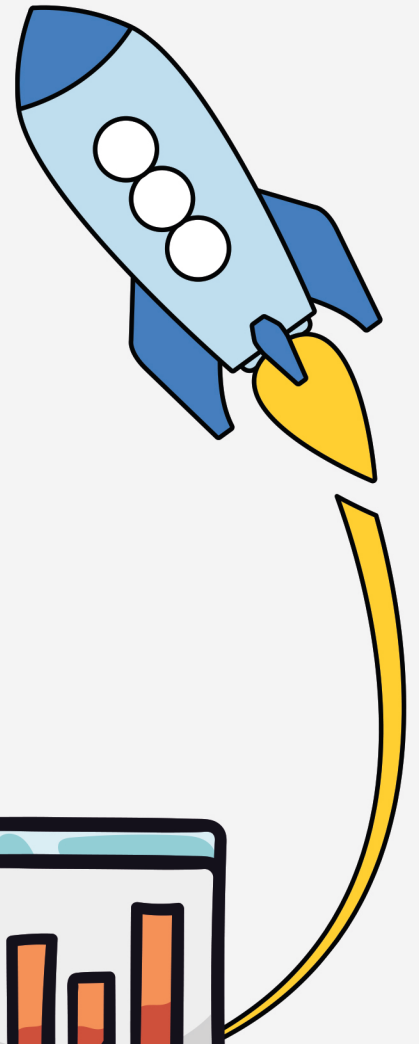


THE BLOG

POST SEO

CHECKLIST



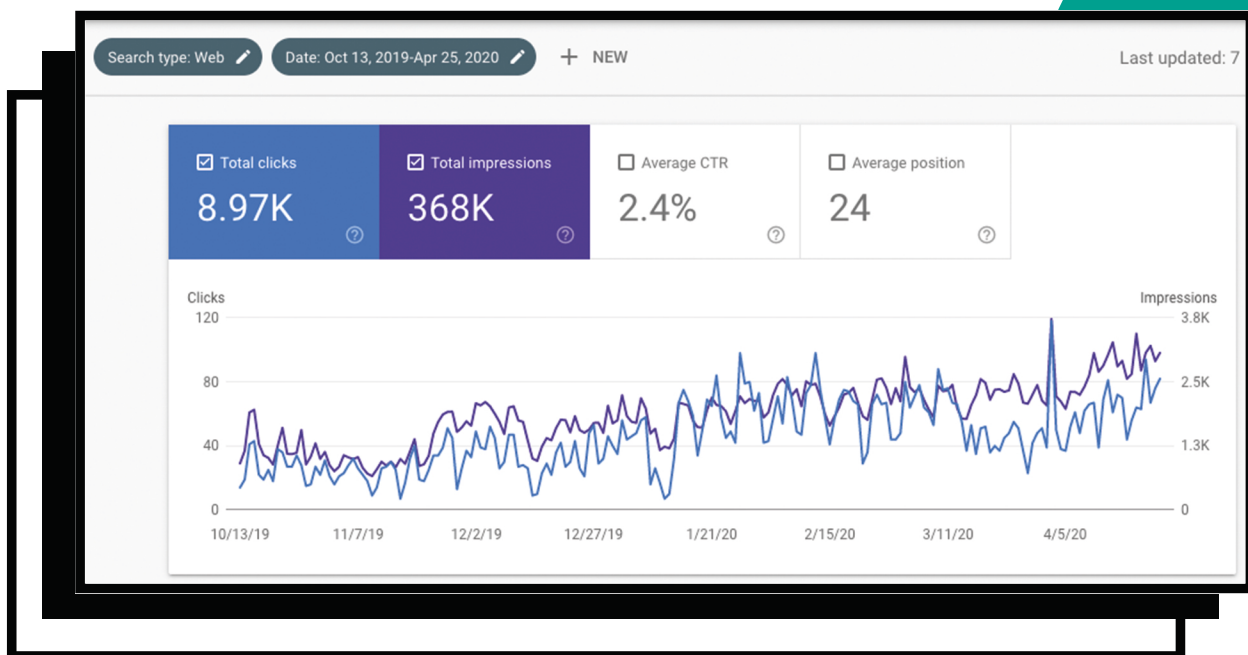
www.intrepy.com

intrepy⁺

The Blog Post SEO Checklist

Wondering what exactly you need to do to make sure your blog posts are ranking at the top of search results?

This checklist is the exact process that our SEO experts go through when posting a new blog post on our agency website of any of our client sites. Follow this and you will be reaping the benefits of growing your organic search rankings.



Actual Client After 6 Months

① Keyword in Title Tag

Make sure your focus keyword is as close to the front of the title tag as possible.

What is **MonaLisa Touch Procedure** and How Can it Help Me?

<https://norehealth.com/what-is-a-monalisa-touch-treatment-and-how-can-...>

The **MonaLisa Touch** works by delivering laser energy and gently acting on the tissues of the vagina. The laser stimulates the production of collagen, improving ...

② Mention Focus Keyword

in first 100 words of blog post body.

③ URL Contains Keyword

keep URLs short and insert focus keyword.

④ Use H2 & H3 Tags

make sure the section headings are H2 & H3 and contain your focus keyword or iterations of the keyword.

⑤ LSI Keywords

Make sure to include related keywords in your blog post.

- Use a tool like LSIGraph.com

knee surgery United States English				
LSI Keywords	Trend	Volume	CPC	Comp
types of knee surgery		1,300	\$5.42	41.14%
arthroscopic knee surgery recovery		1,000	\$4.47	25.88%
knee surgery meniscus		1,000	\$4.32	27.77%
knee surgery recovery time		1,600	\$4.80	33.48%
knee surgery cost		1,300	\$3.53	38.66%

⑥ **Blog Post Length**

Is your blog post long enough? There is not a long and fast rule but the average 1-3 search results are around 1,400 words. Keep that in mind.

⑦ **Name Your Image**

Put the keyword in the image file names and include in ALT tag descriptions.

⑧ **Innerlinks Matter**

link to an authority page on your website related to the blog post topic.