

ON PAGE SEO CHECKLIST – NEW BLOGS

Content Creation

- Research & Identify **Keywords:**

- Identify primary and secondary keywords that we want to rank for in Google
 - Strike balance between volume and keyword length/difficulty (see Kitces article and Yoast article)
 - Think about what our ideal clients would search for on Google and include those specific terms/phrases
- Mention our niche (e.g., Intel, Microsoft, Equity Comp, tech employee, etc.)
- Include the keywords in titles/subheadings (see below) AND in the first paragraph of the introduction section.

- Be **Unique/Specific:**

- Before writing your blog do a Google search of your topic, see what others are writing and think of how to make your piece original, unique, and specific, the most helpful possible content for your ideal client.

- **Titles:**

- Include target keywords in headline title and subheadings. Try to front load the title tag.
 - For example, instead of “The Four Factors To Consider When Making Your SERPLUS Elections” use “SERPLUS Elections: The 4 Factors to Consider”
- Include subheadings in the blog to create sections. Include keywords in subheadings.
- Try to keep titles between 30-65 characters
- Include the “unique” identified above in titles and subheadings

- **Word Count:**

- For stand-alone posts aim for 1,800 – 2,400 words
 - Helpful to have more content, but prioritize UX over length (don't be wordy for the sake of hitting 1,800 and make it harder for users to find the info they want)
- Blogs can be shorter too if part of a series; blogs can later be combined.
 - e.g. Posts on RSUs, Refinance, etc.

- **Add Visuals:**

- Include graphs, charts, relevant images (aim for a few per post) to improve readability by breaking up text and providing visual interest

- **Add Internal & Outbound Links:**

- Search website for relevant content and reference in blog with link
- Every blog post should link to at least one other page on your site
- When linking out to another website, ensure new pages open in a new window

- **CTAs:**

- Link to Get in Touch, Start Here, or Free Assessment page in more than one place

- **Add a personal anecdote** (when appropriate)

- But keep idea audience in mind

Marketing

- Review title, subheadings, multimedia and links to make sure they meet the content recommendations above

- **Images:**

- Add HTML ALT-tags to all images
Include **keywords** in the ALT-tags

- **Include Meta Description:**

- Summarize the page/article
120-156 characters

- **Add Header Tags (H1 – H6) – make sure they include keywords**

- **Headline title (H1)**
- **Subheadings title (H2 – H6)**

- Accessible **URLs**

- Include keywords in the slug

- **Social Media** Process:

- Post blogs and newsletter on LinkedIn, Facebook, Twitter
 - Include Subscribe link for Newsletter
- Commenting on posts (weekly?)
- Post favorite quote or something fun & personal to at least one profile (Fridays)

- **Podcast/Video** Transcription

- Ensure your site is **Mobile-Friendly** (use Google's Mobile Friendly Test to Check)

- Speed:

- Add an SSL certificate to make your site HTTPS secure
- Use Google's PageSpeed Insights tool for this one.

ON PAGE SEO CHECKLIST – OLD BLOGS

UPDATE AND EXPAND “OLDER” BLOGS

- Review in Google Search Console > Pages > Change date range > Compare (Last 28 days year over year) > Sort by last 28 days (from previous year)
 - Look for posts that lost traffic, click on that and review the terms that have lost traffic
 - Search those terms in Google to see who ranks above you
- Review those articles, analyze what they have that we don't
 - Modify your content to improve the usefulness and user experience:
 - Add missing info from the article that rank above you for your SEO term
 - Update anything that's outdated
 - Remove anything irrelevant
 - Add images, or consider additional media (video or audio)
 - Update “published by” date
 - Update Page Title, Meta Description and Body Copy to include relevant keywords
 - Add new internal links (links between your pages) & Get new Inbound links (backlinks from others' pages into your page)

- Don't update URL
 - If you must, do a 301 Redirect from the old url to the new one. Then go to Google search console and re-index.
- Once updated, return to Google Search Console
 - Type your URL into the search bar at the top
 - Request Indexing
- Re-Promote on Social media, etc.

RESOURCES:

- [Neil Patel How to Grow Your SEO Traffic by Updating Your Old Content](#)
- [8 Step Process to Generating More Traffic From Old Blog Posts: Historical Blog Optimization for Financial Advisors](#)