

FREE RESOURCE

SEO Content Checklist

Plan, write and publish useful content around real customer questions.

Use this resource to plan clearly, identify gaps and decide the next practical action.

How to use it

Work through each item honestly. Mark complete, needs improvement or not applicable. Prioritize the items that affect trust, customer action, quality or business control.

1. Search intent and topic

Start with the question the reader is trying to answer.

- The topic is distinct from content already published on the website.
- The target reader and stage of decision are clear.
- The primary search phrase describes the page accurately.
- Related questions and subtopics are identified.
- The article has a business purpose beyond attracting traffic.

2. Evidence and accuracy

Useful content must be trustworthy.

- Time-sensitive facts are verified with current primary sources.
- Statistics and claims can be traced to reliable sources.
- Assumptions are labelled clearly.
- The article does not overstate expertise, results or guarantees.
- Quotations and third-party material are used within permission and copyright limits.

3. Structure and readability

Make the answer easy to scan and understand.

- The introduction answers why the topic matters.
- Headings follow a logical hierarchy.
- Long sections are broken into readable paragraphs, steps, tables or visuals.
- Technical terms are explained for the intended audience.
- The conclusion gives a practical next step.

4. On-page optimization

Support interpretation without forcing keywords.

- The page title is unique and relevant.
- The primary heading matches the subject naturally.
- The search phrase appears where useful, not repeatedly.
- The meta description accurately summarizes the benefit.
- Internal links connect to related services and articles.
- External links point to authoritative supporting sources where appropriate.

5. Visual and accessibility checks

Visuals should improve understanding, not decorate only.

- Every visual has a clear purpose.
- Meaningful images have descriptive alternative text.
- Charts include labels and an explanation of the takeaway.
- Text is not embedded in an image when normal page text would work better.
- Link text explains the destination.

6. Publish and improve

SEO content is an ongoing asset.

- The article is proofread on desktop and mobile.
- The page is added to relevant navigation or article collections.
- Indexing and analytics are checked after publication.
- Impressions, clicks and engagement are reviewed over time.
- Titles and descriptions are refined when impressions occur without clicks.
- Outdated facts and links are reviewed on a schedule.

Quality check: the article should still be useful if search engines did not exist. If not, strengthen the answer before publishing.