Katherine MC Johnson, Freelance Writer

Optimize Your Blog or Website

Checklist

☐ Choose a Key Phrase

    ☐ Include it in your Title

    ☐ Include it in your Meta- Description

    ☐ Include it in your start of your web copy *(optional)*

☐ Use Key Phrase and different variations in blog post or web copy

☐ Use Key Phrase and different variations in Subheadings

☐ Internal Links (links that lead to other pages or posts on *your website)*

☐ External Links (links that lead elsewhere on the internet)

☐ Images with Alt Attributes

☐ Images

☐ At least 300 words

    ☐ 1200-1500 words

    ☐ Keyword/phrase used 2x per 130-135 words