

CHECKLIST

FOR CREATING FULLY OPTIMIZED CONTENT

Introduction

If you are into digital marketing, you must be hearing the term optimized content quite often. Contrary to popular thinking, creating optimized content is not all that technical. The world of modern digital marketing is undoubtedly technology-driven but the focus is more on quality content.

Apart from the usual practice of using the right keywords and phrases and sticking to the best practices, what matters is the quality of your content, the intent, and most importantly, the trust you generate among your readers. When you do all these right, it automatically will establish you as an authority in your industry and niche.

It is always good to have a checklist to make sure that you get your content optimization measures right during the content creation process. Here is a well-researched one for your reference.

Checklist

✓ **Headline:**

Experiment with a few headlines and focus on creating one that resonates well with your content idea.

- The headline must have reference to the topic
- Deliver what is said in the headline in the content

✓ **Audience:**

At the very onset, you must identify your audience and direct your writing towards them. When you know your audience well, you will be able to:

- Create content that answers their queries
- Ensure the relevance of content to match the audience interests

✓ **Marketing Plan:**

What is the purpose of creating the content? This is the question you must answer before you get down to the task of writing the blog. All digital content must be created to:

- Be in sync with your overall marketing plan
- To drive relevant traffic to your website and blog pages

✓ **Content Keywords:**

Without knowing what the right keywords are for your content, it will not be possible for you to establish a proper connection with your audience. Here's what you must focus on:

- Use keywords/phrases that represent the topic as accurately as possible
- The keyword/s must be a popular one for your industry/niche

✓ **Headline Keyword:**

Yes, go back to the headline and make sure that you have used the keyword in the sentence.

- The keyword must reinforce the headline in a smooth flow
- The keyword must add to the captivating power of the headline

✓ **Secondary Keywords:**

Your content must have some strong secondary keywords, apart from the powerful primary one.

- Choose about two to three secondary keywords that are related to the primary keyword
- They must be placed in a natural way in the content and spread across evenly

✓ **Length of the Content:**

There is no fixed rule for the length of your blog content. The blog must be cover the topic fully and provide valuable insights to attract readers.

- A blog of around 300 to 500 words is regarded as search engine friendly
- It must have quality content to provide valuable and interesting information on the topic

✓ **Body of the Content:**

While most other things are about techniques, the body of the blog content is not. Here, you must provide your readers something interesting so that they are drawn to the next line, and the next paragraph, and the next page.

- The content must provide unique and interesting information for better engagement
- Do not mention any facts that cannot be appropriately corroborated.

✓ **Use of Subheadings:**

Long paragraphs can not only be boring but can dilute the interest of the reader. The best way of breaking this monotony is to use subheadings.

- Subheadings can help split the content smoothly and can also keep your readers engrossed
- It is a proven way of ensuring continuous engagement

✓ Stay Active:

Passive voices have an element of negativity about them. Make sure your blog content is written in an active voice throughout.

- An active voice allows you to say more with fewer words
- Your writing will appear crisp, efficient, and will make reading enjoyable

✓ Write For the Common Reader:

While the quality of the content is not something that can be compromised, the language and the sentence structure must remain simple and easy to understand for every reader.

- Avoid using complex sentence structures
- Do not use terminologies that most of your readers might not understand

✓ Never Plagiarize:

Creating great content involves time, hard work, and research. There are no shortcuts to quality content.

- Always write your own, original content
- Plagiarism can not only result in heavy loss of reputation but can also attract stiff penalties

✓ Mention Your Sources:

If some parts of the blog content contain information that has been picked from other sources always mention that.

- Quotes and data in your blog must be vetted by providing the reference source
- Any information taken from a third-party site must be acknowledged with the appropriate citations.

✓ Highlighting Key Areas:

Most readers will not read the entire content of your blog, at least not initially. Make it easier for them to skim through by highlighting the core aspects.

- Mark out important information in bold or italicize them
- It is also an effective way of drawing reader attention to specific areas of the text

✓ Use of Graphics/Images:

It is highly recommended that you pepper your blog content with attractive and appropriate images and graphics. It can add to the value of your content

- Content with images get a higher percentage of views that those without images
- Such contents are more likely to be shared. Besides, it can help strengthen the brand image

✓ Ensure Image Size is Right:

Page loading speed is directly influenced by the number and size of images. A slow-loading page not only affects reputation adversely but can also drive away the readers.

- Avoid using images with large file sizes
- The quality of the images can be maintained by optimizing them

✓ Use Image Alt Tag:

An image alt tag is a written text that appears in the place of an image when the image does not load properly on the website. It allows search engines to crawl and rank you're the blog better and is also of use to the visually impaired.

- It helps deliver a better user experience
- It also gives your SEO efforts a major boost

✓ Link Your Blog to Relevant Posts:

To boost visibility and reach of your blog content, you can link your blog to other posts and pages that are relevant to the subject.

- External links help deliver a more comprehensive experience for your readers.
- It helps add additional content and provides readers with a wider perspective

✓ Include CTA:

Your blog has been written with a specific marketing goal. Unless you include a loud and strong call to action, you might not achieve the targeted goals.

- The call to action button helps direct readers to perform some specific action that takes them closer to your intended goal
- In many ways, it is an invitation to continue engagement beyond the blog

✓ Run a Check On Final Version:

The final version must not have any kind of errors. Not on facts and not on grammar and spellings.

- Run a slow, detailed check on every element of the blog, multiple times if necessary
- Don't rush into publishing until you are sure the post is free of errors

There are various types of tools available for optimizing blog posts. You can easily find the one that best works for your blog optimization needs. It will not only help you focus more on creating the right content and on the quality of the content but also take you closer to your marketing goals.

**Check Out Relevance.com Or
Email J@Relevance.com If You
Have Any Additional questions.**