

Search Engine Optimization Elements Checklist

✔ Title Tag	Includes the target keyphrase once, at the beginning of the title tag, if possible. Maximum 55 characters.
✔ Meta Description	A simple sentence summary of the article. Includes the keyphrase once, anywhere. Maximum 155 characters.
✔ Keyword Usage	The keyphrase appears in the body of the article two to five times.
✔ Usage of semantically linked words	Words that are semantically linked to the target phrase (such as those that appear in suggestions or in "related searches") appear in the article once.
✔ Headline	Headline (h1 header) includes the general top and target keyphrase.

Human Psychology Elements Checklist

<input checked="" type="checkbox"/> Secondary Headline	After the first headline (also in the h1 header) but separated by a colon, parenthesis, dash or common, a secondary headline includes: <ul style="list-style-type: none">• Number, if possible• Clear indication of the benefit of reading the article
<input checked="" type="checkbox"/> Featured Image	Twice as wide as it is tall for ideal social sharing. Includes the headline of the article within the image (optional).
<input checked="" type="checkbox"/> Subheaders	Each section of the article begins with a clear subheader, formatted as <h2>.
<input checked="" type="checkbox"/> Lists	Bulleted and numbered lists that make content easy to scan.
<input checked="" type="checkbox"/> Formatting	Short paragraphs (four lines maximum). Bolding and italics call out key takeaways.
<input checked="" type="checkbox"/> Links	Link to another article. Link to product or service page.
<input checked="" type="checkbox"/> Quotes and Mentions	Contributor quote from an expert within the field. Mentions and expert, including a quote from something they've written.
<input checked="" type="checkbox"/> Examples and Evidence	Support for any claims through specific examples and data. Proper citation (link) of any articles or studies.
<input checked="" type="checkbox"/> Call to action	Invites reader to comment, subscribe or download.
<input checked="" type="checkbox"/> Author Box	Image of author's face. Several sentences about the author's relevance. Link to full bio on-site or preferred social media profile.

Additional Media Elements Checklist

<input checked="" type="checkbox"/> Secondary Images	Additional images appear down the page. Ideally, one image at every scroll depth, so an image is always visible.
<input checked="" type="checkbox"/> Video	Embedded video at the top of the article.
<input checked="" type="checkbox"/> Audio	Embedded audio player at the top of the article.
<input checked="" type="checkbox"/> Slideshare	Embedded Slideshare presentation.
<input checked="" type="checkbox"/> Click to Tweet	Specific quotes shareable on a single click.
<input checked="" type="checkbox"/> PDF Download	Alternate version available for print or download, available on click or by entering an email address.