

Content **SEO** checklist

- The page doesn't contain 404-errors or spelling mistakes
- The page is easy to scan thanks to clear titles and subtitles which contain important keywords
- The page contains clearly readable sentences that are not too long
- The page contains unordered/ordered lists and words in bold and/or italic
- The URL contains one of the most important keywords
- The page title is unique, no longer than 65 characters and entices the reader to click through to the page
- The meta-description is unique and descriptive
- The page has exactly one "H1" tag
- The page contains relevant images
- The images contain "alt" tags
- The images have relevant filenames
- Useful internal links have been added and the link text uses relevant keywords
- Useful keywords have been added, in combination with synonyms and related keywords
- The page contains high quality content and answers the most important questions people might have
- The content of the page matches the search intent of the keywords

