

Flying Solo SEO checklist

Step 1: Choose keywords

Skim read article and identify one or two main keywords/phrases that would be used to search for this article. Use Google key word tool to find a phrase that is popular but not too generic and/or competitive

Step 2: Rewrite article headline to include keywords/phrases

Step 3: Rework intro para/teaser text and make bold

The intro needs to work as a teaser and include keywords/phrases

Step 4: Review sub headings

Change if appropriate to include keywords and consider upgrading to H2

Step 5: Add alt tag to article image

This should be the targeted keyword phrase. E.g. *Customer feedback surveys*

Step 6: Skim read rest of article

Add keywords where they flow in well, check links work, check inconsistencies

Step 7: Cross link to related articles

Add a link to a relate article using targeted keywords (e.g. [read more business networking tips](#) rather than [read this article](#)). If there are already links to other articles, insert keywords phrases. Use the keywords of the article you are linking 'to' not 'from' (see note below).

Step 8: Republish article – add new teaser, add title bar

Add new teaser (which will be the same as the first para of article), add keywords to title bar being careful to balance keywords/phrases with readability (this will also appear in URL)

Step 9: Update spreadsheet, add category/categories, URL and make note of cross-linking

ONCE PUBLISHED CHECK FOR THE FOLLOWING:

- New title
- First para and teaser the same
- First para bold
- Title bar & url now optimized
- Sub headings – keywords, H2 where appropriate
- Article image has keyword alt tag
- All links in the article considered and cross-links
- Article content – add keywords etc.
- Update spreadsheet

NOTE:

Question to Alison, SEO expert: in the link copy are we better to use the phrase in the article we are linking to or the article we are linking from? For example if we are on an article targeting the phrase “small business advertising” linking to a page targeting “small business branding” should we use ‘small business advertising’ or ‘small business branding’ or both ‘branding and advertising’ in the link text??

Her response: Albeit they are related it’s best to use phrases in the article you are linking TO so for eg if you are linking to article X which is **about** “small business branding“ then the anchor text would ideally be “small business branding” in an optimised page that in part or something close be contained in the article title, keyword page URL & title bar landing page accordingly.