

Checklist

ARTICLE WRITING

■ Subheadings are Critical

Make your subheading searchable. Include the keyword phrase in 1-2. Include related keywords in the others



■ Open with Your Keyword

Use the keyword phrase in the opening paragraph. ideally in the first 180 characters, but definitely in the first 100 words.

■ Disburse Evenly

Distribute your keyword phrase evenly throughout the content. Use about 3 times in short content, 5 in longer content

■ Title it Well

Create a click worthy title with the keyword in the first 50 characters whenever possible



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ARTICLE WRITING

Embed a Video

Get more out of your newsletter or article by embedding a video in your post. Adds a better experience for followers and boosts your accounts on Vimeo, Youtube, etc.



Links to Offers and Opt-Ins

Include links to drive traffic to your opt-ins and offers. Links work well here, so use them!



Describe Your Graphics

Fill in alt text of graphics with short description and your keyword phrase. This will help the AI find you and also make you ADA compliant.

