



SEO CHEAT SHEET FOR AUTHORS & BLOGGERS

- ❖ Write an awesome title that people will want to click on and has all the relevant information. 70 characters max. Include a keyword.
- ❖ Repeat keywords, but don't keyword stuff in your blog post.
- ❖ Use keywords in your meta description. This should be 155 characters maximum.
- ❖ Write a blog post that is 400-1200 words. If it's too short, Google will ignore you. Try to make your content evergreen. Cite numbers and facts. Add graphics.
- ❖ Make sure you include an alt image text. Alt text should describe the image which should relate back to the post.
- ❖ Change your permalinks (URLS) to use actual keywords.
- ❖ Include 3-5 outbound links.
- ❖ Craft Sample Facebook Post
- ❖ Craft Sample Tweet to share on your social media
- ❖ Craft Sample Email to Pitch for Linking

VOICE SEARCH SEO

- ❖ Check your meta description

- ❖ Can you create a conversational question about your blog post? Use that as your title.
- ❖ Are you a published author? Do you have an audiobook available on Amazon and Google Play?