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# Content Marketing Templates

SEO Checklist

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## SEO Checklist



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# 1. Introduction

The world is constantly online. The advent of fast speed broadband, wireless connectivity and mobile penetration means that your digital content is always accessible. This presents an opportunity to make your content easily accessible to people when they want it. The challenge is to know how to distribute this content to make sure it's visible and accessible.

Using the techniques of SEO to increase the exposure of your content online should be an essential part of your marketing focus. Your website is the best place to drive traffic to access and digest your content and a focus on SEO will help achieve this. In a nutshell, the higher the levels of traffic and engagement with content on your site, the better the search engines will rate you and the greater your chance of getting your webpages visible in search engine results.

This template provides a checklist that you can work through to ensure you have the SEO essentials covered for your content landing pages.

## Following a structured process makes life a lot easier

The devil is in the detail with SEO. Often marketers fail to grasp all the touch points that influence how 'popular' your webpages are to people and search engines. You need to use a consistent process to optimise your content pages and then this process becomes a habit, instead of you having to rely on remembering the detail each time you create a new page. This checklist sets you on the way.

**James Gurd, Owner | Digital Juggler**



## 2. Content Marketing SEO Checklist

Component	Check	Status
Planning	Have you undertaken detailed keyword analysis for the content landing page?	
	Have you selected one or two primary keyword targets?	
	Are these keywords current and trending (using tools like Google Insights to evaluate last 12 months)?	
	Have you run test searches in Google & Bing to see what other content appears for these keywords?	
On-page elements	Does the page title include the primary keywords target(s)?	
	Is the page title a maximum of 70 characters (ideally 67)?	
	Is there an H1 heading tag for the landing page visible in the html?	
	Does the H1 tag include the primary keyword target(s)?	
	Have you set a meta description?	
	Is the meta description a maximum of 147 characters?	
	Does the meta description explain the key purpose of the page and appeal to customers to click?	
	Do your keyword targets appear at least once in the body copy of the page?	
	If you are using images, do these have relevant alt/title tags that are keyword rich?	
Mark-up	For author related content, do you have the author information included in the page?	
	Is there a link to the author's main bio page?	
	Is there a link on the author's bio page to their Google+ account?	
	Are you using the rel=canonical tag to help avoid issues with duplicate content?	
Content submission & indexing	Have you set-up a Webmaster Tools account for this website?	
	Have you added an html sitemap?	
	Have you created an XML sitemap?	
	Is the XML sitemap configured to auto-refresh regularly to update URL content?	
	Are you using the manual URL submission to submit new content URLs outside of this process?	
	For videos, are you submitting a separate dedicated video XML sitemap?	
	For images, are you submitting a separate dedicated image XML sitemap?	
Technical elements	Is the page load speed of the landing page within acceptable thresholds? (should be a maximum of 3 seconds ideally)	
	Are there any crawl errors showing for content URLs?	
	If a page has become obsolete, are you using 301 redirects to ensure there is no search 'dead-end'?	
	Do you have a custom 404 error page to effectively handle visitors who don't find the page they are looking for?	
Internal linking	Have you linked from the content landing page to relevant product pages on the website?	
	Have you linked from the content landing page to other relevant content pages on the website?	
	Are these links using optimised anchor text?	
	Are you positioning content on product pages where relevant? (e.g. <i>Bed Linen buying guide on bed linen product pages</i> )	
	Where you link to content from a product page, have you ensured it opens in a separate window and doesn't click away from the product page?	
	Are you including links to content landing pages in the mega drop down menu?	

Component	Check	Status
	Are you including links to content landing pages in the faceted navigation?	
	Have you included content landing pages in the site search index?	
<b>External linking</b>	Do you have links to your content landing page from external domains?	
	Are these links all from reputable domains with good domain authority?	
	Are there any low quality sites linking to your content that you wish to remove?	
	Do all external links use optimised anchor text?	
	Do all external links sit on the most relevant webpage of the linking domain?	
	Do all external links point people to the most relevant landing page on your website?	
<b>Social media elements</b>	Do you have social bookmarking toolbars on the content landing page?	
	Have you integrated social comments into content pages e.g. <i>Facebook Comments</i> ?	
	Are you posting tweets on Twitter for every new content asset you create?	
	Are you posting updates on your Facebook Timeline for every new content asset you create?	
	Are you using sponsored stories/tweets on Facebook & Twitter for your most important content?	
	Are you posting updates on Google+ page?	
	Are you using Pinterest to promote image content?	
	Are you using social media to reach out to influential bloggers and encourage them to share your content with their networks?	
	Have you identified your 'influencers'?	
	Are you working with these influencers to promote new content?	
	For videos, have you added these to YouTube (preferably to a branded channel) to extend reach?	
	For presentations, have you added them to Slideshare to extend the reach?	