Article SEO Checklist

A quick guide to help you rank your articles in Google.

Brought to you by Peyton of WritingIncomeAccelerator.com

Companion Video:

WRITING INCOME ACCELERATOR . COM

ARTICLE SEO WORKSHOP

https://bit.ly/2xkS4Ed

SEO

[Definition by Moz]

SEO stands for "search engine optimization." It's the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.

SEO is a broad term. Article SEO is what you do to articles to rank them organically in Google. There are lots of things in SEO that you don't have to worry about with articles. Often, these things are handled by the platform.

3 Kinds Of SEO

1. On Page SEO

On-page SEO relates to the content on your website. This includes Keyword Selection, Intent Match, Title Tags, Image Optimization, Content Quality, Keyword Density, etc.

2. Off Page SEO

Off-page SEO techniques help strengthen the influence and relationship your website has with other websites. This includes Link Building, Social Media, PR, Reputation, etc.

3. Technical SEO

Technical SEO relates to non-content elements of your website. This includes Indexation, Site Speed, Site Maps, UX, Accessibility, etc.

The Process

Video: https://bit.ly/2Rx8n7R

THE BRANDED SEO ARTICLE PROCESS

1. Topic, Industry, & Brand Awareness w/ key terms
2. Keyword Discovery list
3. SERP Analysis
4. Story-Centric Outline
5. Article Creation
6. SEO Checklist
7. Publish
8. Promo
9. Optimize

Keywords

Generate Keyword Ideas

Create keyword lists to analyze later. You can select keywords based on Google's Keyword Planner or a tool that does it all for you like KWfinder. https://bit.ly/2wXK9fN

Keyword Length

Short Tail
Very Competitive, High search volume, 1-2 words.

- Investing
- Online Entrepreneurship
- Productivity Software

Medium Tail
Moderately Competitive, Medium search volume, 2-3 words.

- Buy Investing Software
- Best Drop-shipping Course
- Lifecoach Billing Software

Long Tail
Not Very Competitive, High search volume, 3+ words.

- Review Forex Trading Software
- Best Amazon FBA Course UK
- Cheap Cloud-based Freelancer CRM

Keyword Discovery & Selection Videos

https://bit.ly/3aJZZbL

https://bit.ly/2YkSeqe

THE ARTICLE SEO CHECKLIST

1 Keywords

Start with keyword analysis and selection. This dictates your article focus. [see KW training]

2 Placement

Keyword must be in the URL, Title/Headline [H1], MetaDescription, and first 150 words. For links, www.medium.com/heres-the-KEYWORD-in-the-url. In Medium: Edit > More Settings > SEO Settings. In all of these, the closer the keyword to the front the better. Also, shorter links are better.

3 Description

Write a really enticing MetaDescription. 156 characters or Less. A couple of your target KEYWORDS must be in this description. Include a takeaway or result for reading the article.

4 Relevancy

Answer the question well and authoritatively. Write Remarkable content. Q.U.A.C.K.S.: Quality, Unique, Authorative, Correct, Keywords, Storytelling.

5 Word Count

Client Articles are ideally 2,000+ words to rank in Google, so write 2K-5K for Power Posts. If the top result is 2K, write 2.5K and go deeper to create highly-valuable content. Think "Ultimate Guides" and Cornerstone content that even content curators would reference and share with their followers.

6 Layout

Do not write a wall of content! Include several images and perhaps a video to break up content. Keep sentences 3-5 sentences long and break content up into sections every 300-500 words. Check Sentence clarity and length using Hemingway App. Also, use Yoast's Content Analysis Tool.

7 **Grammar**

Check Grammar, Punctuation, and Mechanics - Grammarly Premium or ProWritingAid.
http://bit.ly/2XjJbXy

8 **KW Density**

Check Keyword Density: Only 0.05% or less of Exact Keyword in the entire article if possible. Avoid the Google penalty for "keyword stuffing". Use https://wordcounttools.com

9 **Images**

Image Optimization. Use a descriptive title for the image before uploading. Then, click ON the image once it's in the article. Click "Alt Tag" to add an Alternative Tag. Describe the item. So the image file could be titled "red-sweater.jpg" and the Alt Tag could read "Men's Red Longsleeve Sweater".

10 **Internal Links**

Use Internal Links. Link to at least one of your other articles on the platform. Link to another popular article on the site if you don't have any.

11 **External Links**

Use External Links from reputable and/or popular sources/research/authors. edu and .gov sites if possible. Link to Wikipedia (high DA).

12 **Client Links**

Have one Branded Anchor Text and track it using bit.ly. (For example, the Anchor Text says "client brand" and it's linked to clientbrand.com via bit.ly) Keep your Call To Action line brief if they allow one. Always track client's landing page link too.

13 **CTR**

Click Through Rate: Address and answer the Next Question the reader might have somewhere in the last 25% of the article. [About 1-2 paragraphs] Place a link to any/your article that covers it comprehensively. This increases Click Through Rate (CTR), a key SEO signal.

14 **Disclosure**

[Medium.com only: Declare article is "Branded Content" at the very top of the article AFTER it is published. Link it to your website with the full disclosure on paid content. I include this text in bold in the same line as the Hero Image photo credit. (see FTC guidelines on promotion) https://www.arliepeyton.com/paid-content-disclosure]
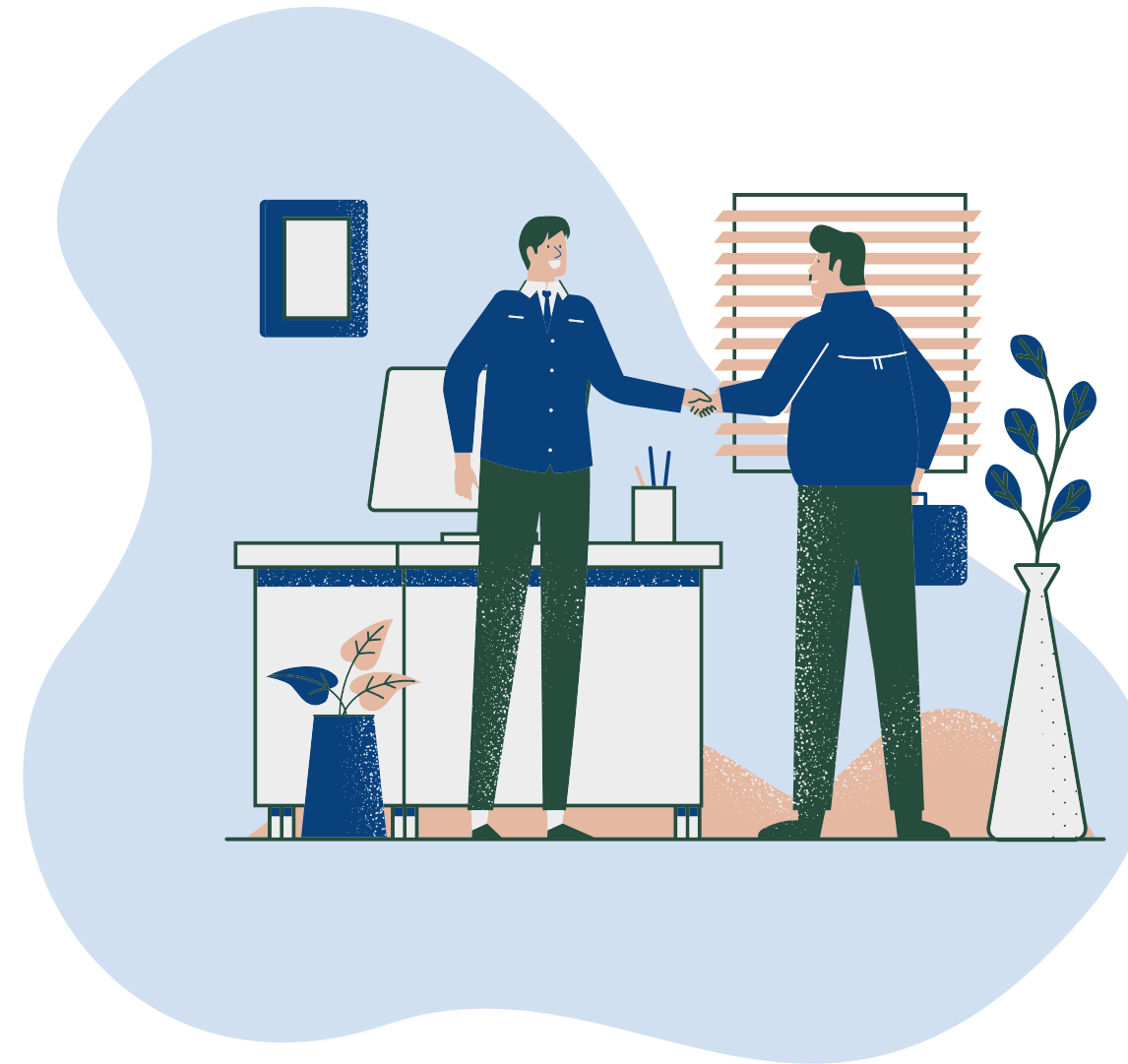
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