



FLUENT BRIDGES

FREE SEO GUIDE!



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checklist on
How to Write
SEO-Friendly
Content***

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THE MOST COMPREHENSIVE SEO CHECKLIST

An ultimate SEO checklist to help beginner bloggers rank better in search engines

→ KEYWORD RESEARCH

- IDENTIFY RELEVANT KEYWORDS USING TOOLS LIKE GOOGLE KEYWORD PLANNER, SEMRUSH OR UBERSUGGEST.
- FOCUS ON LONG-TAIL KEYWORDS TO TARGET SPECIFIC USER QUERIES

→ QUALITY CONTENT

- CREATE HIGH-QUALITY, VALUABLE, AND ORIGINAL CONTENT.
- AIM FOR LONGER-FORM CONTENT THAT THOROUGHLY COVERS THE TOPIC; REMEMBER THAT YOU ARE WRITING FOR PEOPLE, NOT THE SEARCH ENGINES.
- USE READABLE FONT SIZE AND FORMAT CONTENT FOR EASY CONSUMPTION

→ EXTERNAL LINKING

- LINK TO AUTHORITATIVE EXTERNAL SOURCES TO VALIDATE YOUR CONTENT.
- BUILD RELATIONSHIPS WITH OTHER BLOGGERS FOR POTENTIAL BACKLINKS.

→ ON-PAGE SEO

- OPTIMIZE YOUR BLOG POST TITLES WITH PRIMARY KEYWORDS.
- INCLUDE THE MAIN KEYWORD IN THE URL, META DESCRIPTION, AND HEADINGS (H1,H2 ETC.)
- USE DESCRIPTIVE AND ENGAGING META DESCRIPTIONS TO IMPROVE CLICK-THROUGH RATES
- OPTIMIZE IMAGES WITH DESCRIPTIVE ALT TEXT.

→ INTERNAL LINKING

- ADD INTERNAL LINKS TO RELEVANT OLDER POSTS TO IMPROVE USER ENGAGEMENT.
- USE DESCRIPTIVE ANCHOR TEXT FOR INTERNAL LINKS

→ MOBILE OPTIMIZATION

- ENSURE YOUR BLOG IS MOBILE-FRIENDLY FOR A BETTER USER EXPERIENCE
- USE RESPONSIVE DESIGN AND TEST YOUR BLOG ON VARIOUS DEVICES



PAGE SPEED

- OPTIMIZE IMAGES AND USE A CACHING PLUGIN TO IMPROVE PAGE LOADING SPEED
- CONSIDER A RELIABLE HOSTING SERVICE TO ENHANCE WEBSITE SPEED.



SITEMAP SUBMISSION

- SUBMIT YOUR SITEMAP TO SEARCH ENGINES SUCH AS GOOGLE SEARCH CONSOLE, OR BING WEBMASTER TOOLS



SSL CERTIFICATE

- SECURE YOUR BLOG WITH AN SSL CERTIFICATE FOR IMPROVED SECURITY AND SEARCH RANKING.



LOCAL SEO (IF APPLICABLE)

- INCLUDE YOUR LOCATION IN META DESCRIPTIONS AND CONTENT IF YOUR BLOG HAS A LOCAL FOCUS.
- CLAIM AND OPTIMIZE YOUR GOOGLE MY BUSINESS LISTING



SOCIAL MEDIA PRESENCE

- SHARE YOUR BLOG POSTS ON SOCIAL MEDIA PLATFORMS TO INCREASE VISIBILITY.
- ENCOURAGE SOCIAL SHARING WITH EASILY ACCESSIBLE SOCIAL SHARING BUTTONS



USER EXPERIENCE

- ENSURE A CLEAN AND EASY-TO-NAVIGATE BLOG LAYOUT
- IMPROVE USER ENGAGEMENT WITH A CLEAR CALL-TO-ACTION



MONITORING & ANALYSIS

- SET UP GOOGLE ANALYTICS TO MONITOR WEBSITE TRAFFIC
- REGULARLY CHECK PERFORMANCE USING TOOLS LIKE GOOGLE SEARCH CONSOLE



SCHEMA MARKUP

- IMPLEMENT SCHEMA MARKUP TO PROVIDE SEARCH ENGINES WITH ADDITIONAL CONTENT ABOUT YOUR CONTENT



REGULAR CONTENT UPDATES

- KEEP YOUR INFORMATION CURRENT
- UPDATE AND REPUBLISH OLDER POSTS WITH NEW INFORMATION.

*REMEMBER, THE KEY IS TO TAKE ONE STEP AT A TIME. GRADUALLY IMPLEMENTING THESE PRACTICES WILL STRENGTHEN YOUR BLOG'S PRESENCE IN SEARCH ENGINES.
HAPPY BLOGGING!*