## SEO Content Creation Checklist

* Identify the keyword
* Write the copy
* Add the SEO layer – for example:
  + Keyword usage: work in the keyword in the first 100 words if possible (early on in the copy). Then 1-2 more times depending on the length of the copy and if you can work the keyword phrase in seamlessly
    - Also use any secondary keywords (if provided) or synonyms/acronyms as you see fit
  + Write a title tag and meta description using the keyword
  + Ignore the Keywords field
  + The H1 on the page should be the heading of the page. There should only be one H1 heading on the page - the rest should be H2s or H3s
  + Compress the image, upload it to the media area using a keyword in the file name if it aptly describes the image – “federalcoppalaw.jpg” not “img\_678.jpg” and give it the same relevant alt text
  + Internal linking – link to any relevant page(s) in the body copy to help give the reader further information on the referenced topic
* Add the page and keywords to the URL mapping spreadsheet
* Once the page is published - go through the site and do an internal linking push from relevant pages BACK to this page
* Remember - Lowercase URLs only

# Images

* Compression:
  + Reduce file size for faster page load speed
  + Use the Adobe suite to compress images
* Image file naming:
  + Use dashes (not underscores)
  + Lowercase letters only
  + The image filename should be relevant to what is actually in the image
  + Be concise and descriptive if possible. For example, instead of just "prayer.jpg" it could be more descriptive like "our-lords-prayer.jpg."
* Alt text:
  + This is used for visually impaired site visitors; write this how you would describe the photo for a screen reader or visually impaired person
  + Be concise and descriptive - if you can use keywords in your concise description without being spammy that would be ideal as Google’s spider also reads the alt text to understand what the image and page content is about