

## 22-Point Web Content Checklist

Complete list of elements to include (or at least consider) in your next article

<b>SEO</b>	<b>Title Tag</b>	Page title includes the target keyphrase once, at the beginning of the title tag, if possible. Ideal length is 55 characters.
	<b>&lt;h1&gt; Header</b>	Headline ( h1 header) includes the general top and target keyphrase
	<b>Body text: Primary Keyphrase</b>	The main target keyphrase appears in the body of the article two to three times every 1000 words
	<b>Body text: Semantically related phrases and subtopics</b>	Include phrases, subtopics and answers that are semantically related to your target phrase (such as those that appear in the “People Also Ask” box when you search for the phrase)
	<b>Meta Description</b>	A simple sentence summary of the article. Includes the keyphrase once, anywhere. Maximum 155 characters.
<b>Human Psychology</b>	<b>&lt;h1&gt; Header Secondary Headline</b>	Also in the <h1> header but separated by a colon, parenthesis, dash or common, add a secondary headline includes a number and a clear, specific benefit.
	<b>Subheads</b>	Sections begin with a clear subhead, formatted as <h2>
	<b>Lists</b>	Bulleted and numbered lists making the content easy to scan
	<b>Short paragraphs</b>	No paragraph is longer than four lines
	<b>Formatting</b>	Bolding, italics and block quotes call out key takeaways
	<b>Internal Links</b>	Link to another article and link to product or service page <i>Bonus: a link from an older article to this new article</i>
	<b>Contributor Quotes</b>	Quotes from outside sources (experts and influencers), ideally with a headshot of the contributor
	<b>Examples and Evidence</b>	Support for any claims through specific examples and data Proper citation (link) of any articles or studies
	<b>Length / Detail</b>	Related questions are answered. Examples are provided. The article is detailed and complete, yet concise.
	<b>Call to action</b>	Invitation to comment, subscribe or download
	<b>Author Box</b>	Image of author’s face and several sentences about the author’s background. Links to full bio and social media networks
<b>Additional Media</b>	<b>Featured Image</b>	Interesting image that will appear in the social snippet when the article is shared. May be unexpected, colorful.
	<b>Supportive visuals</b>	Additional images appear within the article at every scroll depth, so an image is always visible (charts, graphs, screenshots, etc.)
	<b>Video</b>	Embedded video near the top of the article. Video has a custom thumbnail that includes a face and headline.
	<b>Audio</b>	Embedded audio player for related podcast episodes or similar.
	<b>Click to Tweet</b>	Specific quotes shareable on a single click
	<b>PDF Download</b>	Alternate version available for print or download, available on click or by entering an email address.

***Give your article every advantage you can. Every little bit helps!***

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