

Web Content Checklist

Complete list of elements to include (or least consider) in your content to maximize traffic and engagement.

Visitor Psychology Checklist	
1. Headline <h1> header	Compelling, specific, but makes the reader wonder a bit. <ul style="list-style-type: none">• Number, if possible• Clear specific benefit of reading the article• An unexpected word
2. Strong opening hook	
3. Meaningful subheads	Each section of the article begins with a descriptive, specific subhead, formatted as <h2>.
4. Lists	Bulleted and numbered lists make the content easy to scan. Numbered lists also give you a reason to use a numeral in the article’s headline.
5. Short paragraphs	No paragraph is longer than four lines.
6. Formatting	Bolding, italics, block quotes and other text formatting calls out key takeaways.
7. Internal links	Link to a related article Link to product or service page
8. Contributor quotes	Quotes from outside sources (experts and influencers) ideally with a headshot of the contributor
9. Examples and evidence	Support for any claims through specific examples and data Proper citation (link) of any articles or studies
10. Depth / detail	Related questions are answered. Examples are provided. The article is detailed and complete, yet concise.
11. Personal perspectives	Anecdote, perspective, stories
12. Call to action	Invitation to subscribe or download

Media Elements Checklist	
13. Featured image	Interesting image that will appear in the social snippet when the article is shared; it may be unexpected and colorful
14. Supporting visuals	A visual at every scroll depth, so an image is always visible (charts, graphs, screenshots, faces of contributors, etc.)
15. Video	Embedded video near the top of the article; video has a custom thumbnail that includes a face and headline.
16. Audio	Embedded audio player for related podcast episodes or similar
17. PDF download	Alternative versions available for print or download, available on click or by entering an email address

SEO Checklist	
18. Title tag	Page title includes the target keyphrase once, at the beginning of the title tag, if possible. Maximum 60 characters.
19. <h1> Header	Headline (<h1> header) includes the general top and target keyphrase
20. Body text: Primary keyphrase	Main target keyphrase appears in the body of the article two to three times every 1000 words
21. Body text: Semantically related phrases and subtopics	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)
22. Links to the article	Keyphrase-focused links on other articles, pointing back to this article

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

Details available here: <https://bit.ly/web-content-checklist>