

# Blog SEO Checklist

## Blog Posts

- Has a unique main heading (H1) with the main keyword in it
- Has only one H1 heading
- Has subheadings (H2, H3, and H4) with supporting keywords as relevant
- Does not skip heading levels (for example, from H1 to H3 without any H2 in between)
- Has a unique title tag with the main keyword in it
- The title tag is under 60 characters
- Has a unique meta description with a call-to-action
- The meta description is under 155 characters
- Any images included have appropriate image alternate text
- Has been assigned to one relevant blog category
- Has been assigned to any relevant blog tags

## Category and Tag Pages

- Has a unique main heading (H1) with the main keyword in it
- Has only one H1 heading
- Has unique text on the page with keywords in it
- Has a unique title tag with the main keyword in it
- The title tag is under 60 characters
- Has a unique meta description with a call-to-action
- The meta description is under 155 characters
- Categories are broad topics on which we often write
- Tags include at least 3 posts

