Content

- ☐ Title tag
- ☐ Meta description
- ☐ H1 Heading
- ☐ H Headings & page structure
- ☐ Ordered & Unordered lists (optional)
- ☐ Content length (300+ words)

Social

- ☐ Open Graph Markup added
- ☐ Twitter Card markup added

Images

- ☐ Images present
- ☐ Image filenames optimized
- ☐ Image alt text added
- ☐ JPGs used instead of PNGs
- ☐ Images sized correctly
- ☐ Featured image added

Videos

- ☐ Video content embedded (optional)
- ☐ Video Schema added (optional)
- ☐ Transcript added (optional)

Linking

- ☐ Internal links added
- ☐ External links added (optional)
- ☐ Links open in new tab
- ☐ Anchor text optimized

Categories & Tags

- ☐ 1+ Categories added
- ☐ 1+ Tags added

Authors

- ☐ Author added
- ☐ Author details added to bio

Technical

- ☐ Schema added (if applicable)
- ☐ URL has been optimized
- ☐ Parent page selected (optional)