

Basic SEO Checklist

[Podcastingnetwork.net](https://podcastingnetwork.net)

Keywords

- Keyword research completed

Title Tags

- Descriptive and keyword rich
- No keyword stuffing
- Less than 80 words
- Makes you want to click
- Shows up in search results
- Title and headlines match

First paragraph

- Box with text drawn from paragraph and title tags
- optimized for appearance in featured snippets
- Keywords in first two paragraphs
- 200-300 words
- Again, no keyword stuffing

Meta descriptions

- Designed to make you want to click
Not used in the rankings but describes what is on the page

Hyperlinks

- Human Readable
- Shortlink Preferred

<https://podcastingnetwork.net/seo-done-right/> **VS**
<https://pod-casting-net-working.net/20232521/11/08/d/15pUMAM>

Keyword Usage

- Headlines
- First paragraph
- Page content

Internal link anchors

- Linking to your own pages inside website

Leverage rich snippet options

- Google rich snippets (or other variants)
- [Schema.org](https://schema.org) markups depending on your website type

Images

- Descriptive keyword rich filenames
- Descriptive alt attributes
- Caption text (if appropriate)
- Stored on same domain/subdomain