

For anyone who derives income from the internet, the purpose of content marketing is to attract search engine traffic and convert these anonymous visitors into potential customers by subscribing them through a signup form. It helps to think of each search engine as a game you must play every time each page is updated. Earn a perfect score by following this checklist:

## SEO CHECKLIST FOR NEW CONTENT

<b>Page Title:</b>	
<b>URL:</b>	
	Well-written and substantial (500+ words)
	Spelling and grammar
	Research and identify a target keyword or phrase
	Keyword not already focus of other site content
	Include images, videos, maps, forms, buttons etc.
	Link to sources and other noteworthy content
	Keyword phrase is part of the short, readable URL
	Page is not duplicated elsewhere
	Images are optimized
	Page loads quickly
	Title has relevant keywords and encourages clicks
	Meta Description describes what page is about
	Headings and subheadings contain relevant keywords
	Did not overuse or 'force' keywords