Content SEO Checklist Before Publishing

A practical checklist for publishing new articles and updating existing pages.

1. Search Intent and Keyword Strategy

- ■ The primary search intent is clear.
- ■ The primary keyword and related search queries are identified.
- ■ The content format matches the searcher's needs.
- ■ The SEO title accurately describes the page.
- ■ The meta description is relevant and encourages qualified clicks.
- ■ The introduction explains the main topic and addresses the reader's needs.

2. Content Quality and Semantic Relevance

- ■ Each major heading covers a relevant subtopic.
- ■ Sentences provide enough context to be understood independently.
- ■ Related terms, entities, and concepts appear naturally.
- ■ Important questions receive direct answers.
- ■ The article adds value beyond basic competitor summaries.
- ■ Original examples, experience, data, or practical advice are included where relevant.
- ■ Claims and statistics have reliable sources.
- ■ The content avoids unnecessary repetition and unsupported claims.

3. E-E-A-T and Topical Authority

- ■ The author's identity and relevant experience are clear where appropriate.
- ■ Credentials, references, case studies, or other trust signals support important claims.
- ■ The article connects naturally with relevant pages on the website.
- ■ The content supports the site's main topics and topical coverage.
- ■ Potential content gaps and keyword cannibalization have been checked.

4. On-Page and Technical SEO

- ■ The URL is descriptive and appropriate.
- ■ The heading structure is logical, with a clear H1.
- ■ Relevant internal links help readers find related pages.
- ■ External links support claims or provide useful additional information.
- ■ The page is indexable and has the correct canonical URL.
- ■ Relevant schema markup is valid and matches visible content.
- ■ The page is included in the sitemap where appropriate.

5. Google and AI Search Readiness

- ■ Important entities and their relationships are clearly explained.
- ■ Key questions have concise, factual answers.
- ■ Important passages provide enough context to stand on their own.
- ■ Facts, definitions, and recommendations are easy to distinguish.
- ■ Sources are identified for claims that need verification.
- ■ Content helps users rather than merely targeting search engines or AI systems.

6. Images and User Experience

- ■ Images are relevant and add value.
- ■ Useful images have descriptive alt text.
- ■ Image filenames, dimensions, formats, and file sizes are appropriate.
- ■ The page is readable and usable on mobile devices.
- ■ Page performance and loading experience have been checked.
- ■ The layout is easy to scan, with readable paragraphs and clear headings.
- ■ A relevant CTA supports the reader's next step.

7. Measurement and Final Review

- ■ Organic traffic, visibility, and relevant conversions can be measured.
- ■ Tracking works correctly where measurement is required.
- ■ The final draft has been checked for accuracy, grammar, and repetition.
- ■ All links, images, buttons, and important page elements work.
- ■ A review date or update trigger is set where appropriate.

8. After Publishing

- ■ The URL is checked for indexability and submitted for indexing when appropriate.
- ■ Search Console performance is reviewed after sufficient data becomes available.
- ■ Organic clicks, impressions, relevant queries, and conversions are monitored.
- ■ Content is updated when facts, user needs, or search results change.

Remember: This checklist supports good content practices, but it cannot guarantee search rankings or citations in AI-generated answers. Prioritise useful, accurate content for readers.