

## Blog post SEO and optimization checklist

Writers can use this checklist to ensure all new blog posts are optimized before they're published, as well as for reference when resurfacing older blog content. For more information on these suggestions, read through the [2021 SEO Content Playbook](#).

### Pre-writing research and planning

- You have an idea
  - Tip: Most blog posts should target informational or commercial investigation [search intent](#)
- Your idea can be tied back to the platform's data and/or features
- You've researched what's been written on this topic both internally and externally
  - Tip: Start a list of resources you might link to from your post, including ~5 internal links to relevant/related content on the blog, N&A, reports, etc.
- You have a sense for what format might make most sense
  - e.g., listicle or long-form, glossary or Q&A, highly visual, potential video opportunity
- You've engaged the design and multi-media team(s) to develop a game plan and timeline
- You've built out a project in Asana and tagged the [blog board](#)
- 2-5 target keywords have been identified
  - Tip: 2-4-word, long-tail keywords and geo-targeted keywords (if the content itself includes geographically specific keywords) are great

### Writing a blog post

- The title includes at least one target keyword
- All 2-5 target keywords are used 3-5x
- The copy utilizes both H2 and H3 headings that incorporate keywords
  - Tip: This is especially important the longer a post is
  - Tip: Try to use longer (14+ word) headings and headings that include questions
- The post includes **at least** two—ideally five—internal links to topically relevant content
  - FYI: Profile preview links should be used, but do not count towards this goal
- No link is used more than once on the page
- Lastly, your final draft of the copy has been run through Semrush's [SEO Writing Assistant add-on](#)

#### *For educational content*

- The main points are explained in a 40-60-word paragraph at the beginning of the post
- The post is 900-1,200 words, and up to 1,800-3,000 words when possible
- The post includes a FAQ with questions and short (30-word) answers at the bottom of the page
  - FYI: This boosts our odds of improving SERP visibility chances to

#### For listicles

- [Headings](#) are used to create clear listicle format

## CMS nuts and bolts

### *Basic info*

- Post title includes at least one target keyword
- Release date is accurate
- Primary and secondary tags are selected
- Content type is accurate

### *Edit content*

- [No follow tags](#) are used for external links
- Anchor text varies throughout the post and all instances provide context/value
  - Tip: Anchor text that includes a targeted keyword and/or longtail keyword is ideal
  - FYI: “Click here” and “Read more” do not provide context/value
- For listicles, the HTML code contain list tags (<ul> and <ol>)

### *Web info*

- The title tag uses a target keyword and is 60 characters or less
- The URL contains a target keyword
  - FYI: It’s okay if the URL doesn’t match the post title/ title tag word for word
- If the blog title has a number in it, the number has been removed from the URL
  - FYI: This is especially prevalent with listicles
- The 50-160-character meta-description describes the post and will entice the reader to click

## Resurfacing content

In addition, [older content that’s being resurfaced](#) should be evaluated for:

- Comprehensiveness: Look at similar content from competitors; confirm ours is most informative
- Accuracy: Identify 2-5 target keywords to better optimize the page around chosen search intent
- Freshness: Make sure none of the content being resurfaced is out of date or no longer accurate
- Optimized metadata: Title tags should include a keyword and 60 characters or less; meta-descriptions should be descriptive but concise at 160 or fewer characters

## Questions?

If you run into roadblocks or have any specific SEO questions, contact Dylan LaCompte—PitchBook’s product manager, content—via Slack at @dylan.lecompte or email at dylan.lecompte@pitchbook.com.