

# Content Optimization Checklist

Read the full guide: [Content Optimization: 7 Steps to Make Your Page Rank High on Google](#)

## 1 SEO

Identify your seed keyword.

Do keyword research and build a list of relevant keywords for your copy.

Check your keyword group ranking potential.

Find your major SERP competitors and establish benchmarks for your content: page type, word count, keyword use, and structural points.

Write your copy and optimize it according to SEO best practices.

Extra reading: [Create an SEO Content Plan to Help Your Business \(+ Free Templates\)](#)

## 2 Optimizing content for E-E-A-T

Write a very detailed copy.

Link to trusted external resources with high authority scores.

Link to other relevant pages.

Extra reading: [YMYL SEO: 5 Ways to the Top of the SERP](#)

## 3 Optimizing content for readability

Mind your grammar and syntax.

Try to stick to a uniform writing style throughout your copies.

Make sure you write in short paragraphs.

Add images and videos.

Use bulleted and numbered lists.

Bold and italicize text.

Add a hyperlinked table of contents.

Add the summary or TL;DR blocks to your text.

Extra reading: [AI Content for SEO: Eight Popular Writing Tools Tested](#)

## 4 CRO

Add CTA to your text.

Provide social proof.

Integrate comments section or live chat window.

Extra reading: [6 Ways to Improve Conversion Rate for SEO Traffic](#)

## 5 Optimizing content for link building and social sharing

Add social share buttons and other linking options

Choose an appealing cover for social media.

Add experts' quotes to your copy.

Use infographics.

Provide downloadable files.

Extra reading: [9 Powerful Link Building Strategies from Ann Smarty](#)