INTRODUCTION. Content SEO is all about matching your keyword themes with existing website content, as well as creating new content. Beyond just a structural match, you are seeking to a) get this content to the top of Google, and b) provide useful information for your target customers so that they move up your sales ladder. Use this worksheet to define a **Content SEO** plan.

PHASE 1

Quick Fix. Does your **existing** website content communicate your keyword themes to Google? Conduct a website inventory and rework existing content as needed.

1. **TITLE tags across the website**. Review the TITLE tag of every page, revise each as needed to include the target keywords that are relevant for that page.
2. **META DESCRIPTION tags across the website**. Review the META DESCRIPTION tag of every page, revise each as needed to include the target keywords that are relevant for that page, and write a pithy, exciting description for Google.
3. **Write a keyword paragraph**. Write a short (< 500 characters) keyword heavy paragraph using natural English syntax, cross link the major keywords to your major landing pages, and place this paragraph in the footer of all pages. Do not overdo this!

Home Page SEO. Review your home page to verify that it has a keyword heavy TITLE tag as well as META DESCRIPTION tag, has plenty of keyword-heavy text, has "one click" links to the target landing pages, and has "one click" links to at least three blog posts and three press releases, being refreshed as rapidly as

those new items post to the website. Also, of course, inventory the home page for correct on page structure with elements like the HEADER tag family and the ALT attribute for relevant images.

<center>**PHASE 2**</center>

Structural Inventory. Compare your keyword themes with your existing pages. What *exists* but needs to be *refined*? What is simply *missing*?

1. **Landing Page Inventory.** Cross-check your anchor keyword themes to verify that there is a matching landing page for each anchor keyword theme.
2. **Home Page.** Does the home page have all the relevant text? Is it used as a one-click gateway down to the landing pages?
3. **News / Freshness Elements.** Does the site -
   Have a **blog**? ❑ yes ❑ no
   Issue **press releases?** ❑ yes ❑ no

If the site is **missing** any elements such as landing pages, product specific pages, a blog, or press releases, list them here.

Missing #1: _____ Who will create? _____ When? _____
Missing #2: _____ Who will create? _____ When? _____
Missing #3: _____ Who will create? _____ When? _____

Tag / Structural Issues. Does existing content follow SEO best practices in terms of tag structure? If not, indicate where pages commonly have problems:

❑ **TITLE tag** contains the target keyword.
❑ **META DESCRIPTION tag** contains the target keyword and is pithy.

❑ Pages use H1 / H2 **Header tag** family correctly.

❑ Each page has at least one **image** with a keyword heavy **ALT** attribute.

❑ Each page has sufficient **keyword heavy content**.

❑ Each page **cross-links** using keyword-heavy links to landing pages.

PHASE 3

Content Marketing Process. Once you have completed Phases 1 and 2, above, it's time to map out an on-going content marketing process.

Landing Pages. As you roll out new products or services, who will create the relevant landing pages? Create a **content checklist** for each new landing page reflecting "on page" SEO best practices (TITLE, META DESCRIPTION, keyword heavy content per above list in Phase 2).

Person Responsible: _____

Esoteric Pages. Many specific product or service pages can win the SEO game but are not important enough to be landing pages. Create a **content checklist** for each new page reflecting "on page" SEO best practices (TITLE, META DESCRIPTION, keyword heavy content per above list in Phase 2).

Person Responsible: _____

Blogging. Your blog can reflect *esoteric* content as well as *news* content. Once you have set up your blog, set a blogging goal as well as create a **content checklist** for each new blog post reflecting "on page" SEO best practices (TITLE, META DESCRIPTION, keyword heavy content per above list in Phase 2).

Person(s) who will blog: _____

Blog post frequency: ❏ daily ❏ weekly ❏ monthly

Person(s) who will blog: _____

Blog post frequency: ❏ daily ❏ weekly ❏ monthly

Person(s) who will blog: _____

Blog post frequency: ❏ daily ❏ weekly ❏ monthly

Press Releases. Press releases, like blog posts, can reflect *esoteric* content as well as *news* content. Once you have set up your press releases on your website as well as registered with a service like PRLOG or PRWEB, set a press release goal as well as create a **content checklist** for each new press release reflecting "on page" SEO best practices (TITLE, META DESCRIPTION, keyword heavy content per above list in Phase 2).

Person(s) who will create press releases: _____

Release frequency: ❏ daily ❏ weekly ❏ monthly