MARSHALL'S
SEO CHECKLIST
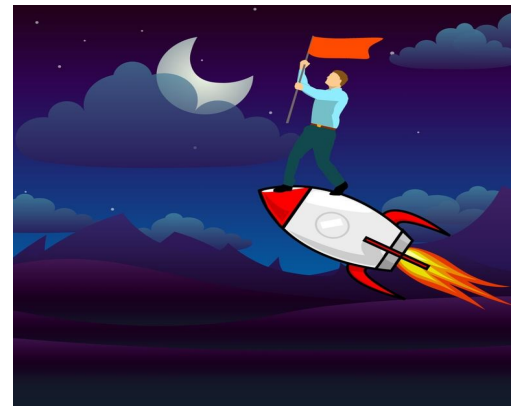
A step-by-step framework for producing content that connects with our audience

☐	Select a topic that is relevant to and that will connect with your core audience.	**BEFORE PUBLISHING**
☐	Topic selection should always be informed by **Keyword Research**. Choose a focus keyword and secondary keyword(s) for the piece.	
☐	Make sure the focus keyword is in the URL, in the Page Title, in the H1 and early in the <body> copy of the article. Make sure the secondary keywords and variations of the primary keyword are in the H2 headers and in the <body> copy of the article.	**WHILE PUBLISHING**
☐	Make sure the page has one H1 tag and multiple H2 tags?	
☐	Does the article have compelling, engaging images? Do they have alt attributes (for the visually impaired)? Are they properly sized (150 KB or smaller)?	
☐	Is the page properly formatted?Break up "walls of text" with bullet points, white space and engaging graphics. Embedded videos are another great way to increase time spent on page (a Google ranking factor).	
☐	Write compelling page titles and meta descriptions that employ focus and secondary keywords. Make sure page titles are the appropriate length (under 600 pixels) and make sure meta descriptions are the appropriate length (no more than 155 characters).	

☐	Use capital case for H1 tags (the headline). Example: "McCarthy's Medicaid reforms could doom millions" should be "McCarthy's Medicaid Reforms Could Doom Millions"). Make sure the piece adheres to all internal style guides regarding voice, punctuation and brand characteristics.	
☐	Does the article have a clear call to action (CTA)? Example: "You can get involved by signing up here …"	
☐	Does the new page have relevant contextual links from other (existing) pages on the site?	
☐	Is there a plan in place to promote the content? If it's news-based, leverage your press contacts. Evergreen content requires digital outreach to earn "backlinks" from other websites—one of the most important Google ranking signals.	**AFTER PUBLISHING**
☐	Does the page have "Experience, Expertise, Authoritativeness and Trustworthiness" (E-E-A-T) factors (such as adding author bylines, headshots and bios)?	
☐	Finally, ensure a favorable UX/UI experience and make your new content easy for Google to find—and rank—by ensuring the page follows best technical practices.	