punchup

CONTENT SEO CHECKLIST 2025/26
WITH AI TIPS

THE "PERFECT BLOG POST"

Truth is, there's no recipe for perfection. Search Engines consider hundreds of factors and are improving daily. However, by following all the items below, you're surely halfway there to better organic rankings.

A CLEAR INTRODUCTION.
briefly answering the main questions addressed in the topic

MORE IS BETTER
the more in-depth you can cover the topic the better. Use "People Also Ask" queries to expand with relevant content

CREATE AN INDEX
if the post is very long, add anchor links for each section of the post.

PLACE YOUR KEYWORDS SMARTLY
once in the introduction and in every H1/2/3 Tags, and several across the body

USE SYNONYMS & SIMILAR TERMS
to your keywords. Eg. "What is a marketing?" "marketing definition"

BREAK & FORMAT THE TEXT
Break it in sections, with big titles and subheadings

AVOID LONG PARAGRAPHS
or blocks of texts. Break it into small paragraphs.

USE BOLD, QUOTES & CALLOUTS
to highlight the key sentences along the article

NUMBERED LISTS & BULLET POINTS
these allow a quicker read and are more likely to engage users

HIGH QUALITY IMAGES
several along the text, compressed to the lowest file size possible.

ADD AN AUTHOR
Sign the articles with an author

IMAGE ALT TEXT WITH KWS
all images with relevant alt text, including your keywords

OPTIMISE IMAGE FILENAME
add descriptive terms. eg "marketing-metrics-chart.jpg" vs "photo123.jpg"

INTERNAL LINKS
Link to other relevant articles and pages in your website. 3-5 per article

EXTERNAL LINKS
Link to authority sites to show trustworthy sources & references 5-8 per article

ADD EXPERT QUOTES
Add expert quotes and link to the author, to increase authority

OPTIMISE LINK ANCHOR TEXT
Use relevant terms in the anchor text for links. Avoid "click here" or "learn more"

INFOGRAPHIC SHAREABLE VISUALS
summarising the key points of the article in a visual and appealing way

SUMMARISE IT IN A SHORT VIDEO
create a short video that covers what you are talking about in your article

SCHEMA MARKUP
Don't forget to configure the schema markup

THINK MOBILE
The reading experience needs to be amazing on all devices

EXTRA
UPDATE FREQUENTLY
Update the same post every 1 year and keep the content fresh

AI — ALWAYS FACT-CHECK AI
Verify AI-generated facts and claims against reliable sources before publishing

AI — AI-ENHANCED CONTENT WITH E-E-A-T
Add personal expertise and real-world examples to differentiate from generic AI content

AI — ASSURE AI RESPECTS YOUR BRAND VOICE
Maintain a consistent brand voice throughout AI-assisted sections with human editing

AI — HUMAN-IN-THE-LOOP SEO
Compare performance metrics between AI-assisted and fully human-written content