



## Quick Checklist to Optimize Site SEO

- Identify the topic
- Select the keyword related to the topic
- Write a high quality, unique post about the topic
- Include at least one optimized image
- Ensure that the keyword is included in:
  - > Title tag
  - > URL
  - > Image alt text
  - > At least one header
  - > Sprinkled throughout the article (no more than 3% keyword density)
- Link to its category page on your site
- Link to another authority providing site
- Link to your homepage
- Set up your analytics to follow the traffic and make informed decisions about future content

If you would like to know more about how to optimize site SEO and increase your visibility – The DesignInk Team is here for you.