

# Pinstone Blog post checklist for SEO Optimisation

## Stage 1 - SEO

- Read the blog - this is so that you can choose the best keywords or keyphrases from your keyword list.
- Create a Meta Description that best optimises the blog post for Google, it must include the keyword or keyphrase.
- Fill in the required details for Yoast SEO (focus keyword or keyphrase, slug and Meta description).
- Check the Featured image has alt text that contains the keywords or keyphrases.

## Stage 2 - Readability

- Check the SEO readability of the blog post.
- Optimise the headings to include keywords or keyphrases.
- Insert sub headings - it may look as though they are there on the website, but they may not be formatted and specified as headings in the actual post.
- Rewrite the text to pass the SEO requirements, keeping as much of the original text and essence of the post as possible.
  - The first paragraph must contain the keyword or keyphrase used.
  - Reduce the amount of passive voice used in the text, there should be a maximum of 10%.
  - No more than 25% of sentences should contain more than 20 words.
  - Ideally at least 23% of the text should contain recognised transition words.
  - Check links to ensure there are both internal and external links in the post and that they lead to the correct pages.