20 Things Every Piece of Good High-Quality Content Should Include

Writing really good high-quality content can take a lot of your time. But it's WORTH the time if you get the results. So, before you hit PUBLISH make sure you include these 20 things.



- [ ] TITLE - should be engaging, catchy, or clever, and include your focus keyword. 60 characters is great
- [ ] INTRO PARAGRAPH - introduce what the reader will read about or learn. Include your keyword in the first few sentences
- [ ] HIGHLIGHT KEYWORD - bold your keyword in the first few setences
- [ ] INCLUDE MULTIPLE H2 & H3 TAGS - with captive headings. Each heading should be followed by a few paragraphs of text
- [ ] PARAGRAPH - each paragraph should not be longer than 300 words
- [ ] USE TARGET KEYWORD - naturally use variations and synonyms throughout the body of text
- [ ] INCLUDE BULLET POINTS - do this at least twice throughout your content
- [ ] INCLUDE A CTA - call to action. What can you readers take away from reading your content
- [ ] FEATURED IMAGE - make sure your featured images is labeled correctly with your target keyword and include an alt tag
- [ ] INCLUDE ADDITIONAL IMAGES - must be labeled correctly and naturally placed every few paragraphs
- [ ] INCLUDE A QUOTE - make sure you also link to the quote
- [ ] CREATE A INFOGRAPHIC - help the reader further understand your topic or learn more information
- [ ] INCLUDE A META DESCRIPTION - 50–160 characters is recommended
- [ ] INCLUDE A SLUG - slugs should be short
- [ ] LINK YOUR CONTENT - old to new and vice versa
- [ ] LINK TO A SOURCE - should be authoritative and relevant content
- [ ] YOUR VOICE/AND BRAND - write for people and for Google

- [ ] GOOGLE FEATURED SNIPPETS - learn how to write and optimize your content for Google Featured Snippets
- [ ] PROOFREAD - come back a few hours later and re-read. Have someone else also read you content
- [ ] RESEARCH - have you included everything? Check out high-ranking competitor articles what you are missing

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