

VIRAL CONTENT OPTIMIZATION CHECKLIST

Narrative SEO's Content Optimization Checklist covers the critical tasks required to maximize your blog post's audience reach. Remember, your primary goal when creating content is to add value and answer the questions users are hungry for.

OPEN GRAPH

Is it shareable & visually correct on Facebook, Twitter, LinkedIn, Instagram?



SERP RESEARCH

What ranks now, and what words are repeated in titles and metas?



AMP

Do you want accelerated mobile pages or just brand awareness?



I.D.E.A. VALUE CHECK

Is it Industry-leading, Data-Driven, Educational, Amusing/Interesting?



MOBILE RESPONSIVE

Non-negotiable. Perfect on all screens.



URL LENGTH

Rough consensus under 60 characters.



INDEXABLE

No barriers in robots.txt or sitemap.xml files. Clean HTML.



3-C TITLE

Clear, Concise (under 60 characters), and Compelling.



PAGE SPEED

DOM loaded in 3-seconds or less.



CANONICAL

Marked as your original article.



SHARABILITY

Emotionally compels the reader. See triggers.



META DESCRIPTION

Attention-grabbing but not clickbait and under 155 characters. Tease.



PUBLICATION

Test incognito, test on social debuggers, create social links & distribute.



HEADINGS

H-tags with keywords flush left and intent keywords appearing early.



DISSEMINATION

Search console, social media, email campaigns, ASK.



IMAGES

File size minimal and always under 100 Kb. ALT text matched to the image (critical).



CALL TO ACTION (CTAs)

Conversion points throughout the content.



WORD COUNT

Post length within the average of page-1 SERP results.



SCHEMA

ItemProperties - Article/blog post, related links, topic link to Wikipedia.

