

# Content Checklist

- #1** - Relevant content with keywords your target audience is using to search for what you do
- #2** - Cornerstone content: 4 or 5 articles that are invaluable to you, your company and your audience
- #3** - Headings containing keywords
- #4** - Links to other related content (both yours and external)
- #5** - Links FROM relevant sources to your content
- #6** - Social media connections and backlinks
- #7** - Website infrastructure: mobile-compatibility; NAP