

CORNERSTONE CONTENT CHECKLIST

- Everything in the on-page optimisation checklist
- 3,000 - 5,000 words
(more a guideline than an actual rule)
- Research and visual statistics
(always hyperlink to the original source)
- Link to as many relevant internal pages, blog posts, and resources as poss
- Keyword and brand name in meta title
- Links to high quality external sources or authorities on the topic
- Opportunity to include lead magnets
(relevant, low commitment ones here)
- Quick links at top of page to scroll down automatically

KEYWORDS

Use this space to note the target keyword(s) for this page
