

# HOW TO WRITE CONTENT THAT GOOGLE LOVES & PEOPLE VALUE



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Generate leads that convert

Want to write content that both your audience and Google loves?

Go through this quick checklist to see if you're on the right track to creating quality content that is properly optimised for search engines.

## 1 THE OUTLINE

Have you produced a clear outline for your content?



## 2 HEADLINE

Have you created a headline that includes a keyword?

## 3 KEYWORDS

Have you identified which keywords you will be targeting with this post?



## 4 META-DESCRIPTION

Have you created the meta-description for your post?

## 5 KEYWORD DENSITY

Have you determined the keyword density of your post?

## 6 INTERNAL LINKS

Have you added internal links to your existing content?



## 7 TAGS

Did you remember to add the h1-h6 tags?

## 8 THE CONCLUSION

Did you add a strong conclusion to your post?

