SEO and GEO Content Optimization Checklist

Exibran

Introduction

Pick a post to check. Tick each item the post meets, then add up the points next to the items you ticked. Divide that by the points possible and multiply by 100. That is your score out of 100. Any item you did not tick is a fix to make before you publish.

Each item is worth 1 to 3 points. Where the score gives half points for a near miss, you will see it under the item.

Post I am checking: _____

1. Basic SEO

Your main keyword, and enough words to cover it.

- [ ] A focus keyword is set: the one main phrase a buyer would type or ask. **3 points**
- [ ] The focus keyword is in the SEO title. **3 points**
- [ ] The focus keyword is in the meta description. **2 points**
- [ ] The focus keyword is in the first 10% of the post, or in the quick answer. **3 points**
- [ ] The focus keyword is used at least once in the body. **2 points**
- [ ] The post is 1,000 words or more. **3 points**
  Half points: 600 to 999 words.

2. URL and links

A clean address, and links that help the reader.

- [ ] The main words of the focus keyword are in the URL. **2 points**
- [ ] The URL is clean: lowercase words joined by hyphens, with no more than 2 filler words (like the, and, how). **1 point**
- [ ] No link says "click here" or "read more". Link text describes where the link goes. **1 point**
- [ ] The URL is 60 characters or fewer. **1 point**
  Half points: up to 75 characters.
- [ ] The post links to at least 2 of your own pages. **2 points**
  Half points: 1 link.
- [ ] The post links to at least 2 other sites that back up your claims. **2 points**
  Half points: 1 link.
- [ ] Links to sources you trust are normal links, not all marked nofollow or sponsored. **1 point**

- [ ] Every link to another post on your blog goes to a post that exists. **2 points**
- [ ] The post does not link to its own address. **1 point**

3. Additional

How you use the keyword, your headline and your tags.

- [ ] The focus keyword, or a close version, is in an H2 or H3 subheading. **2 points**
- [ ] The cover image or an image in the post has alt text that includes the keyword. **1 point**
- [ ] The keyword makes up 0.5% to 2.5% of the words. More than 3% is keyword stuffing. **2 points**
- [ ] No other post of yours has the same focus keyword. **2 points**
- [ ] Each secondary keyword you list is used in the body at least once. **1 point each**
- [ ] The headline readers see (the H1) includes the focus keyword. **1 point**
- [ ] No other post has the same title. **1 point**
- [ ] The post has at least 2 tags. **1 point**

4. Title readability

Would people click your title? Four small checks, 1 point each.

- [ ] The keyword is in the first half of the title. **1 point**
- [ ] The title has a number. **1 point**
- [ ] The title has a strong word, such as proven, simple, mistakes or guide. **1 point**
- [ ] The title has a clearly positive or negative word, such as best, win, stop or avoid. **1 point**

5. Content readability

Easy to scan on a phone, and easy to read.

- [ ] The post has 3 or more H2 subheadings (2 is enough for a post under 600 words). **2 points**
- [ ] Sections average 300 words or fewer between headings. **1 point**
  Half points: up to 450 words.
- [ ] Heading levels are in order, with no skipped levels (no H3 without an H2 above it). **1 point**
- [ ] Paragraphs average 80 words or fewer, and none is longer than 120. **2 points**

- [ ] Sentences average 20 words or fewer, and no more than 25% of them run past 25 words. **2 points**
- [ ] The Flesch reading ease score is 50 or higher. **2 points**
  Half points: a score of 30 to 49.
- [ ] 10% of sentences or fewer are passive. **1 point**
  Half points: up to 20%.
- [ ] At least 20% of sentences use transition words, like because, so, but or for example. **1 point**
  Half points: 10% to 19%.
- [ ] The post has at least one image or video. **1 point**

6. AI answers (GEO)

A clear answer that a reader or an AI tool can quote.

- [ ] A quick answer of 30 to 80 words answers the main question. Aim for 40 to 60. **3 points**
- [ ] The opening paragraph is 70 words or fewer and gives the answer first. **2 points**
  Half points: up to 110 words.
- [ ] The post has 3 to 6 one-line key takeaways. **2 points**
- [ ] At least 2 subheadings are phrased as questions. **2 points**
- [ ] The post has at least 5 figures, such as numbers, prices or percentages (not counting years). **3 points**
  Half points: 2 to 4 figures.
- [ ] The post lists at least 2 sources, or lists 1 source and links to at least 2 other sites. **3 points**
  Half points: 1 source, or 1 outside link.
- [ ] The post includes at least one quote. **1 point**
- [ ] The post has an FAQ with at least 3 real questions and short answers. **2 points**
- [ ] The post has at least 2 lists or tables. **1 point**
- [ ] The post was updated in the last 180 days, and the update date is visible. **2 points**
  Half points: updated in the last 365 days.

7. Search and social appearance

How the post looks in Google, and when someone shares it.

- [ ] The SEO title is 30 to 60 characters long. **2 points**
- [ ] The meta description is 120 to 140 characters long, so it shows whole in Google. **2 points**
- [ ] A cover image is set. **1 point**
- [ ] The cover image has alt text of at least 10 characters. **1 point**
- [ ] Every image in the post has alt text. **1 point**

Add up your score

All 51 items add up to 85 points.

Points for the items I ticked: _____

Points possible: **85**

My score: points ticked ÷ 85 × 100 = _____

Poor	Needs work	Good
0 to 50	51 to 79	80 to 100

Short posts are capped: under 300 words can't score above 45, and under 600 words can't score above 65. A post with no focus keyword can't score above 60.

Your hand score can differ a little from the score in the Exibran editor, because the editor skips checks that do not apply to a post.

Want this checked for you, automatically?

I am building a system that scores your posts against these checks while you write and share. If you do not want to miss it, join the WhatsApp community: **chat.whatsapp.com/BzhAW05YrYb0k69AQ3Hn2d**

Made by Michael Zacs at Exibran.