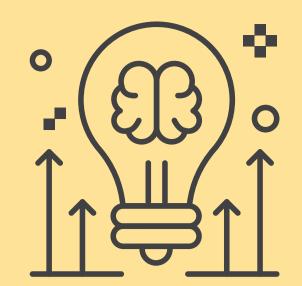
CONTENT OPTIMIZATION GUIDELINES

Website formatting checklist



Before you hit publish, check your insights content against the following guidelines. See our content optimization article for details.

Have you covered the important user queries relating to your topic?

Tip: Have a look at "people also ask" on SERPS as well as search auto-suggestions for the most popular user queries on a topic.

Have you crafted a compelling, click-worthy article title?

See tips on specific headline strategies.

Have you applied multiple subheadings to the text?

Subheadings should be designed to make your content easily scannable.

Have you converted content to bullet points where possible?

Convert any lists, guidelines or steps into bullet points for maximum readability.

Are paragraphs as short as possible?

Divide any long paragraphs into multiple shorter paragraphs.

Have you added helpful visuals to illustrate key concepts?

Visuals may include flow charts, diagrams, infographics, tables or photography.

Have you applied internal links to related content on your site?

Internal links help drive "link equity" to the important pages of your site.

Have you included an article summary?

Article summaries cater for users who want quick and easy answers to their query.

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