

# 20 Things Every Piece of Good High-Quality Content Should Include

Writing really good high-quality content can take a lot of your time. But it's WORTH the time if you get the results. So, before you hit PUBLISH make sure you include these 20 things.



- **TITLE** - should be engaging, catchy, or clever, and include your focus keyword. 60 characters is great
- **INTRO PARAGRAPH** - introduce what the reader will read about or learn. Include your keyword in the first few sentences
- **HIGHLIGHT KEYWORD** - bold your keyword in the first few sentences
- **INCLUDE MULTIPLE H2 & H3 TAGS** - with captive headings. Each heading should be followed by a few paragraphs of text
- **PARAGRAPH** - each paragraph should not be longer than 300 words
- **USE TARGET KEYWORD** - naturally use variations and synonyms throughout the body of text
- **INCLUDE BULLET POINTS** - do this at least twice throughout your content
- **INCLUDE A CTA** - call to action. What can you readers take away from reading your content
- **FEATURED IMAGE** - make sure your featured images is labeled correctly with your target keyword and include an alt tag
- **INCLUDE ADDITIONAL IMAGES** - must be labeled correctly and naturally placed every few paragraphs
- **INCLUDE A QUOTE** - make sure you also link to the quote
- **CREATE A INFOGRAPHIC** - help the reader further understand your topic or learn more information
- **INCLUDE A META DESCRIPTION** - 50–160 characters is recommended
- **INCLUDE A SLUG** - slugs should be short
- **LINK YOUR CONTENT** - old to new and vice versa
- **LINK TO A SOURCE** - should be authoritative and relevant content
- **YOUR VOICE/AND BRAND** - write for people and for Google
- **GOOGLE FEATURED SNIPPETS** - learn how to write and optimize your content for Google Featured Snippets
- **PROOFREAD** - come back a few hours later and re-read. Have someone else also read you content
- **RESEARCH** - have you included everything? Check out high-ranking competitors to see what you are missing

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