

Checklist:

Ensure Your Content Passes Google's Policy Test



Content Quality

- ☐ **Is it well-researched and fact-checked?**
Ensure all information is accurate and backed by reliable sources.
- ☐ **Does it provide original insights?**
Offer unique perspectives and valuable information not found elsewhere.
- ☐ **Is it error-free?**
Eliminate spelling and grammatical mistakes for a professional finish.
- ☐ **Does it cover the topic thoroughly?**
Address all relevant aspects and potential questions.

User Experience

- ☐ **Is it relevant to the target audience?**
Make sure the content meets the needs and interests of your readers.
- ☐ **Is it easy to read and understand?**
Use clear, concise language and break up text for readability.
- ☐ **Does it include visual aids?**
Enhance engagement with images, infographics, and videos.
- ☐ **Is it structured logically?**
Use clear headings and subheadings to guide readers through the content.

SEO Practices

- ☐ **Are keywords used naturally?**
Integrate keywords seamlessly without forcing them.
- ☐ **Does it avoid keyword stuffing?**
Maintain a balanced keyword density to avoid penalties.
- ☐ **Does it align with user intent?**
Ensure the content matches what users are searching for.
- ☐ **Does it have quality backlinks?**
Support your content with links from authoritative and relevant sources.

Originality and Ethics

- ☐ **Is it plagiarism-free?**
Use plagiarism detection tools to ensure unique content.
- ☐ **Does it offer a fresh perspective?**
Provide new angles or information that add value.
- ☐ **Is it regularly updated?**
Keep content current with the latest information and insights.
- ☐ **Does it follow ethical SEO practices?**
Adhere to best practices for a fair and transparent approach to SEO.