

# Page Writing Checklist

## Landing Pages

- Should be 800-2000+ words.

## Blogs

- Should be 600-1000 words.

## Landing Pages & Blogs

- No more than 150 words broken up without breaking up with a header (h1 - h6 tag)
- Subheadings should reflect the topic of your copy.
- The copy should score be 60-70 on the Flesch Reading index test. Less than 60 is considered too complicated for the average person. Shorter, more concise sentences help the ease of reading.
- The focus keyphrase should be found approximately 1% of the text (naturally.)
- Title and first sentence of the description of the page (meta description) must include the keyphrase.
- The title must be between 35 and 65 characters.
- The focus keyphrase must appear naturally towards the beginning of the first paragraph of the copy.
- It is recommended to include the target keyphrase in subheaders. While not crucial, this is beneficial.
- 3 or more consecutive sentences should not start with the same word.
- No more than 20% of sentences should contain 20 or more words.
- 30% of sentence should begin with transition words and phrases.
- Avoid use of passive voice.
- Evenly distribute headings and subheadings. Remember, we can go up to 6 levels of subheadings.
- Add approximately 1-2 internal links every 500 words.
- Add approximately 1-2 external links every 500 words.
- If more than 1400 words, include an outline at the top of your page. This onpage anchor navigation, or *jumplinks*, will help organize/structure the page content and enhance the usability of a lengthy page. (For example, any page with content on Wikipedia has jumplinks in the "contents" box toward the top of the page: [https://en.wikipedia.org/wiki/Email\\_marketing](https://en.wikipedia.org/wiki/Email_marketing).)
- Proofread. Analyze with Yoast online tool: <https://yoast.com/research/real-time-content-analysis/> And edit. Repeat as necessary.