



SEO Checklist

This checklist is to help you ensure site content is optimized and to give an understanding of some important parts of a page. Once the target keywords of a page are decided follow these steps to ensure you are maximizing the SEO opportunities to rank for that search term. Remember that Google is smart and jamming a keyword in wherever you can on the page will not help, it should be part of the page in natural speech and you should also use similar common phrases.

Page Title

Make sure your keywords are here but still make sense, don't jam them in. Have your business name at the end.

Meta Descriptions

This has no direct SEO benefit but is your chance to capture a searcher with an engaging and relevant blurb about the page. Done well it can entice more people to click the listing which in turn Google likes sites with high Click Through Rates.

Header Tags

Have 1 H1 tag per page (your blog title) then move down from most important to least important for H2, H3 etc. You are telling Google the most important topics of the page and their hierarchy.

Image File Names & Alt Tags

Call the image something relevant to the page topic. Use an Alt Tag which describes what the image is in normal English - Vision impaired people have this text read out loud to describe the image, also google bots read this.

Note: File names should use dashes '-' and not underscores '_'.

Internal Links

It's a good idea to link to pages from other pages on your site, if you capture someone into your site it's great to push them onto another page once they have finished reading. It increases page views and decreases bounce rate.

External Links

It is also good to link to other authoritative sites as it helps prove that the information you are providing is accurate and true. Often if touching on a topic it is good to have a link off to another site for more in depth reading for the user if they want to. Also if making statements of fact it is best to link to proof of that point from an authoritative source.

Schema Markup

This is adding code to the site in a universal way so Google can recognize it, for a blog post it is best to ask and answer questions in the content and specify them in the schema markup code which you add to the page. A tool for creating the code is here:

<https://technicalseo.com/tools/schema-markup-generator/>

Show Related Products (if applicable)

After talking about a topic it is good to show some of the products which align with the content, this should not be very sales orientated but just feature at the bottom of the page should the user want to check them out if it interests them.

Common Questions

Along with the articles mentioned above in the [recommendations](#) section the below are more that are ranking well that can be used for ideas/inspiration.

Here are articles that are ranking well for Calf Jacket related searches:

<https://www.actwessex.co.uk/post/feel-the-benefits-of-calf-jackets>

<https://www.calfjackets.ie/benefits-calf-jacket/>

<https://www.afbini.gov.uk/news/calf-jackets-and-importance-keeping-calves-warm>

<https://www.independent.ie/business/farming/beef/beef-advice/are-calf-jackets-a-real-alternative-to-straw-bedding-37422440.html>

<https://academic.oup.com/tas/article/4/1/316/5614516>

Here are direct questions being asked in Google and their main 'answer' page:

How cold is too cold for a calf?

<https://www.dtnpf.com/agriculture/web/ag/news/article/2017/10/10/cold-cold>

Do calves get cold?

<https://www.dairyherd.com/article/calf-management-tips-cold-weather>

How do you warm up a cold calf?

<https://www.thefencepost.com/news/take-precautions-when-warming-cold-or-frozen-calves/>

Can a calf freeze to death?

https://campbell.ext.vt.edu/content/dam/campbell_ext_vt_edu/files/calves-cold.pdf

Foreign Language Searches

Spanish

Keyword	Volume	
 mantas para terneros	70	Manta = Blanket Terneros = Calves
 manta de ternera	10	When searching that term I found this site in spanish with links to your site:

<https://www.agriexpo.online/es/fabricante-agricola/manta-terneros-3941.html>

French

Keyword	Volume	
 couverture pour veau	50	Couverture = Blanket Veau = Calf
 couverture chauffante pour veau	10	
 couverture veau	10	

German

Keyword	Volume	
 kälberdecke	210	Kälberdecke = Calf Blanket