



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.