

# The 2025 Content Optimization Template

**Structure. Format. Link. Rank.**

If you're creating SEO content in 2025, average won't cut it. You need every page built for humans *and* search engines from the ground up.

This template is your step-by-step system to optimize content that ranks, converts, and earns authority—without second-guessing what Google wants.

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## 1. Set Your Foundation: Pre-Write Planning

**Primary Keyword:**

[Insert Keyword]

**Search Intent:**

- ☐ Informational
- ☐ Commercial Investigation
- ☐ Transactional
- ☐ Navigational

**Target Audience Pain Point:**

[Describe the problem your content solves]

**Page Goal:**

- ☐ Educate
  - ☐ Generate leads
  - ☐ Convert traffic
  - ☐ Support another asset
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## 2. Structure the Page (Content Skeleton)

**Page Title (H1):**

- Includes primary keyword

- Under 60 characters
- Aligned with search intent

### **Introduction:**

- Hook the reader in 2 lines
- Reaffirm search intent match
- Tease value without fluff

### **Subheadings (H2/H3):**

- Use semantically relevant keywords
- Structure to follow a logical progression
- Use 1 idea per section

### **Paragraphs:**

- 1–3 sentences max
- Active voice
- 5th grade reading level

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## **3. Optimize for Engagement & AI Formatting**

- ☐ Add bullet points or numbered lists
  - ☐ Include TL;DR or Summary at the top
  - ☐ Use bold text to emphasize value-driven takeaways
  - ☐ Place questions in subheadings to match featured snippet opportunities
  - ☐ Add FAQ section (use `<h3>` for questions)
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## 4. Internal Linking Strategy

- ☐ Link to at least 2 older relevant blog posts
  - ☐ Link to 1 product/service page
  - ☐ Use descriptive, keyword-rich anchor text
  - ☐ Make sure the content is no more than 3 clicks from homepage
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## 5. HTML & Technical SEO Checklist

- ☐ One H1 tag only
  - ☐ Use HTML5 elements (<article>, <section>, <aside>, etc.)
  - ☐ Add alt text to every image (include contextual keywords)
  - ☐ Compress images before upload (WebP preferred)
  - ☐ Add schema markup (use JSON-LD format)
  - ☐ Clean URL (short, lowercase, includes keyword)
  - ☐ Meta title includes keyword + benefit (max 60 characters)
  - ☐ Meta description uses active voice + CTA (max 160 characters)
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## 6. Final Checks Before Publishing

- ☐ Does the piece match the original search intent?
  - ☐ Is it readable on mobile?
  - ☐ Are there opportunities to insert visuals (charts, diagrams, screenshots)?
  - ☐ Does it provide *more* value than what's already ranking?
  - ☐ Does every section move the reader toward a specific next step?
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## Optional Bonus Section: AI Snapshot Optimization

- ☐ Include "People Also Ask" questions from Google
  - ☐ Add a short definition or stat near the top
  - ☐ Provide a one-sentence answer to each major section heading
  - ☐ Include comparison tables or step-by-step how-tos
  - ☐ Add author byline with credentials (E-E-A-T booster)
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## **Done-For-You Template, Done-For-Real Results**

Use this checklist every time you write, update, or audit a page. No more guesswork. No more weak rankings. Just SEO content built to dominate.

### **Need the full toolkit?**

This template pairs perfectly with our SEO Playbook, Content Brief Generator, and Internal Link Map.