



Template: SEO Automation Strategy Checklist

Generated: 12/5/2025

Based on Article: "Integrating SEO Best Practices into Your Automated Content Strategy"

A practical checklist for integrating SEO best practices into your automated content strategy.

Checklist Items:

- ☐ **1. Define Goals and KPIs**
Map business objectives to measurable SEO KPIs and set a reporting cadence for performance tracking.
Reference Section: Build an SEO-first Content Automation Strategy
- ☐ **2. Prioritize Keyword Clusters**
Identify and select 3–5 topical clusters that align with buyer intent and have good search volume and conversion potential.
Reference Section: Build an SEO-first Content Automation Strategy
- ☐ **3. Design SEO Templates**
Create content templates that include necessary fields such as title, meta description, schema type, and suggested internal links.
Reference Section: Build an SEO-first Content Automation Strategy
- ☐ **4. Implement Automated Checks**
Set up automated checks in your workflow for keyword density, schema compliance, and image alt text prior to human QA.
Reference Section: Build an SEO-first Content Automation Strategy
- ☐ **5. Automate Metadata Injection**
Integrate tools to automate metadata injection and schedule content publishing in your CMS.
Reference Section: Build an SEO-first Content Automation Strategy
- ☐ **6. Conduct Periodic Human Reviews**
Implement a review process where human editors approve the first 10 posts in a cluster then sample-review 20% of subsequent content.
Reference Section: Build an SEO-first Content Automation Strategy
- ☐ **7. Utilize Multi-Source Keyword Research**
Leverage various keyword sources to extract and normalize data for intent classification and topic prioritization.
Reference Section: Keyword & Intent at Scale: Automated Research Best Practices
- ☐ **8. Automate Topic Drafts**
Apply a weighted scoring model to automatically flag topics for drafts, manual briefs, or archiving.
Reference Section: Keyword & Intent at Scale: Automated Research Best Practices

- **9. Set Baselines for Performance Measurement**
Establish baseline metrics for content engagement, ranking shifts, and conversion improvements with specified reporting frequencies.
Reference Section: Build an SEO-first Content Automation Strategy