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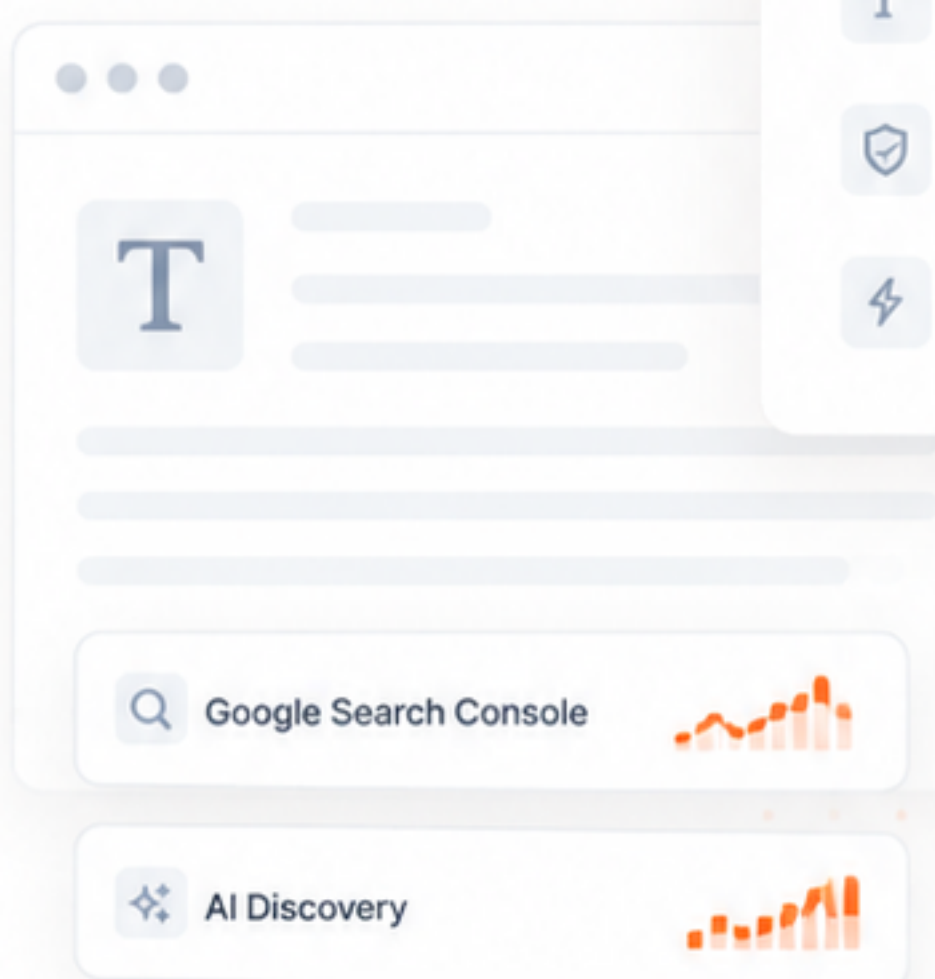
The Modern SEO & AEO Publishing Checklist

15 things to check before publishing any article

Built for founders, marketers and SaaS teams who want to publish content that performs across Google search and AI discovery.

✓ Publishing Checklist

- 🔍 Intent & keyword alignment ✓
- 🔮 Title & AI-friendly headline ✓
- ☰ Search & AI optimised content ✓
- 🅓 Structure & scannability ✓
- 🛡️ Credibility & trust signals ✓
- ⚡ Technical & performance ✓





Why this checklist matters

Publishing content today is about more than keywords. Strong content needs clear intent, helpful structure, solid SEO foundations and formatting that is easy for both search engines and AI tools to understand. This checklist helps you review every article before it goes live.



Search intent

Make sure the article solves one clear search need.



SEO foundations

Cover the basics that help pages rank and earn clicks.



AI visibility

Format content so it is easy to summarise and understand.



Business value

Connect every article to a relevant audience and next step.



Use this before you publish

A few minutes now can save hours of editing and help your content perform better.



Strategy checklist

Check the article is worth writing before you start.

01



One clear search intent

Choose informational, commercial or comparison intent. Do not mix too many goals.

02



Relevant to your business

Avoid traffic that does not connect to what you sell.

03



Right audience

Write for the people you actually want to attract.

04



Real demand

Base the topic on a keyword, question or recurring customer need.

05



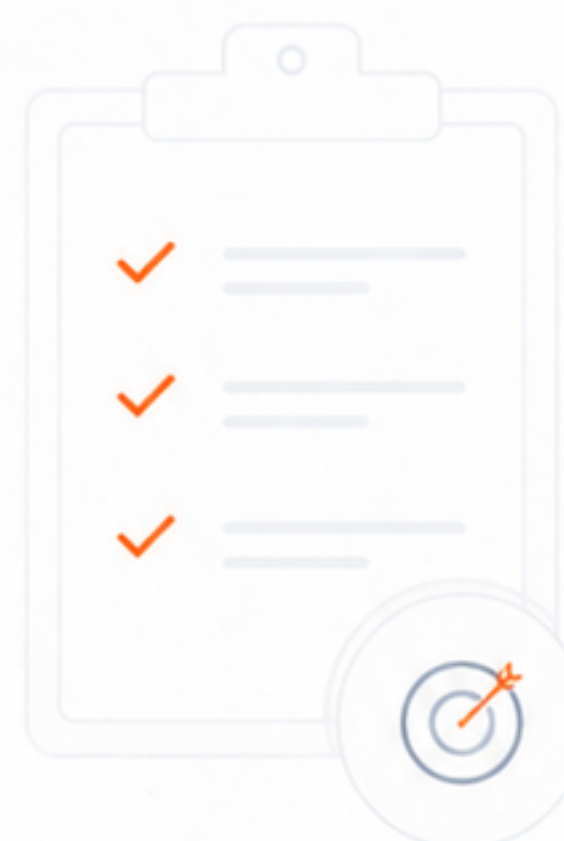
Supports a conversion goal

Link naturally to a product, service, demo or next step.



Quick tip

If the topic has no business relevance, it may bring traffic but not results.





SEO foundations

The core checks that help content rank and earn clicks.



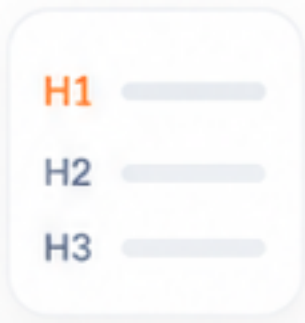
6) Main keyword placement

Include the main keyword in the title, H1, URL and introduction.



7) Answer the main question quickly

Do not bury the core answer too deep in the article.



8) Clear heading structure

Use headings that make the page easy to scan and follow.



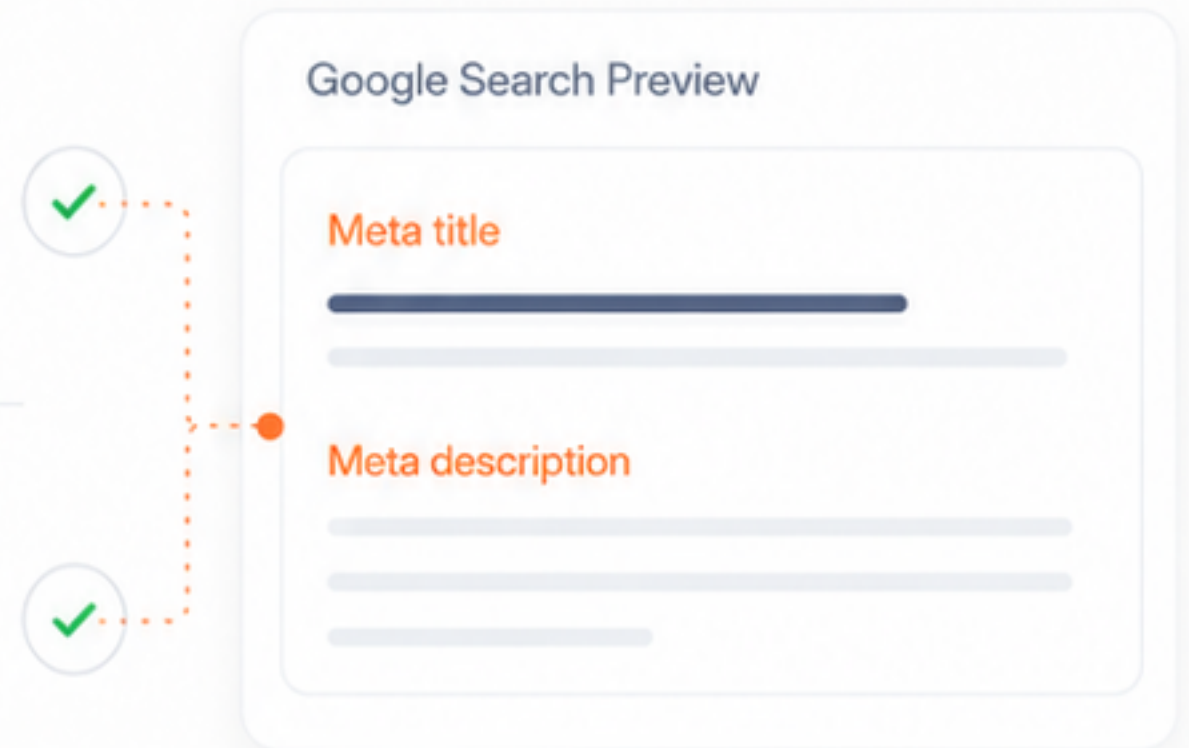
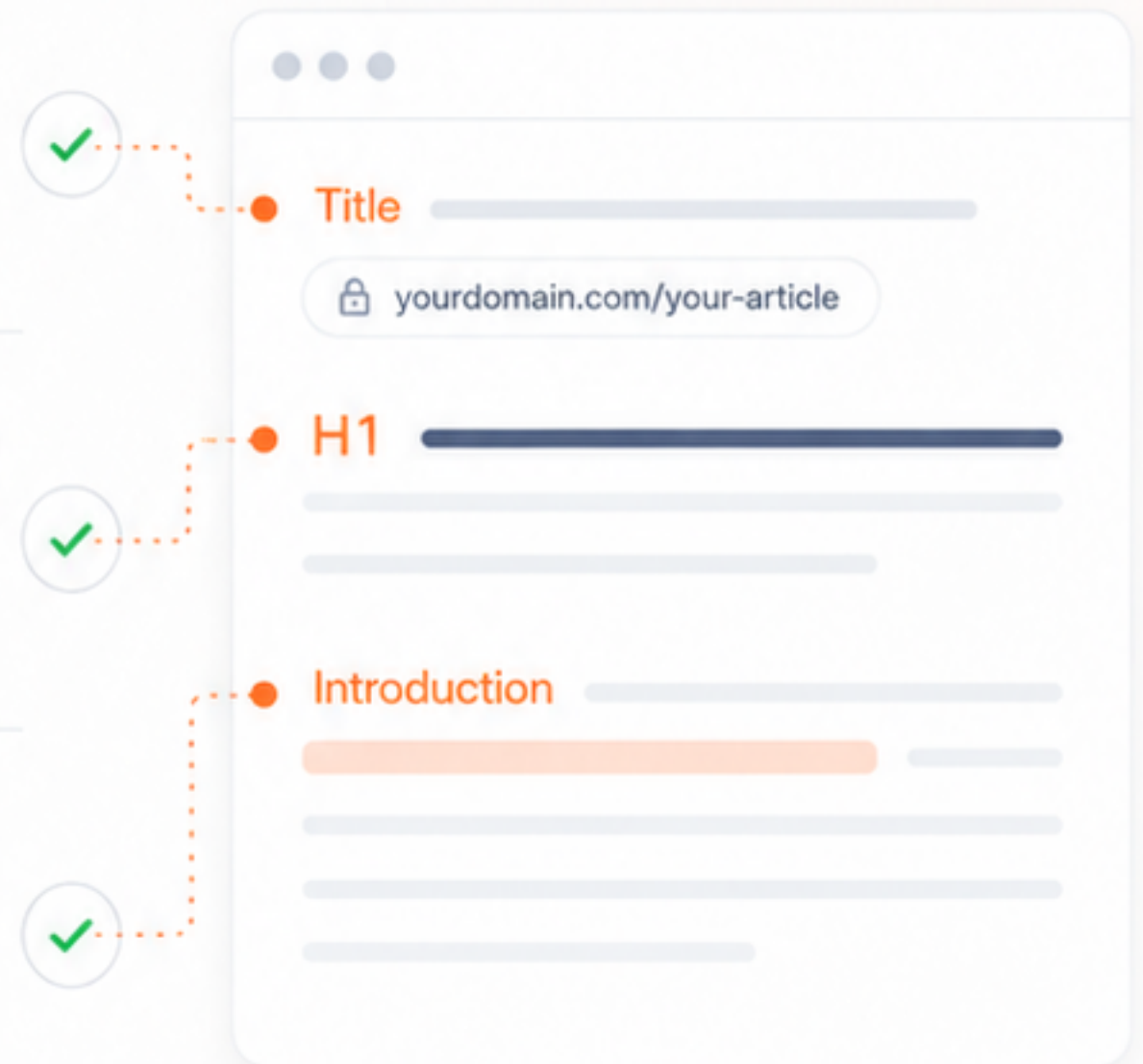
9) Internal links

Link to relevant pages, product pages and related content.



10) Compelling metadata

Write a meta title and description that are built to earn clicks.





AEO & AI visibility

Make content easier for AI tools to interpret and reuse.



11) Direct answers

Include concise answers to common questions.



12) Clear terminology

Explain important terms, entities and concepts clearly.



13) Company clarity

Make it obvious what your company does and who it helps.



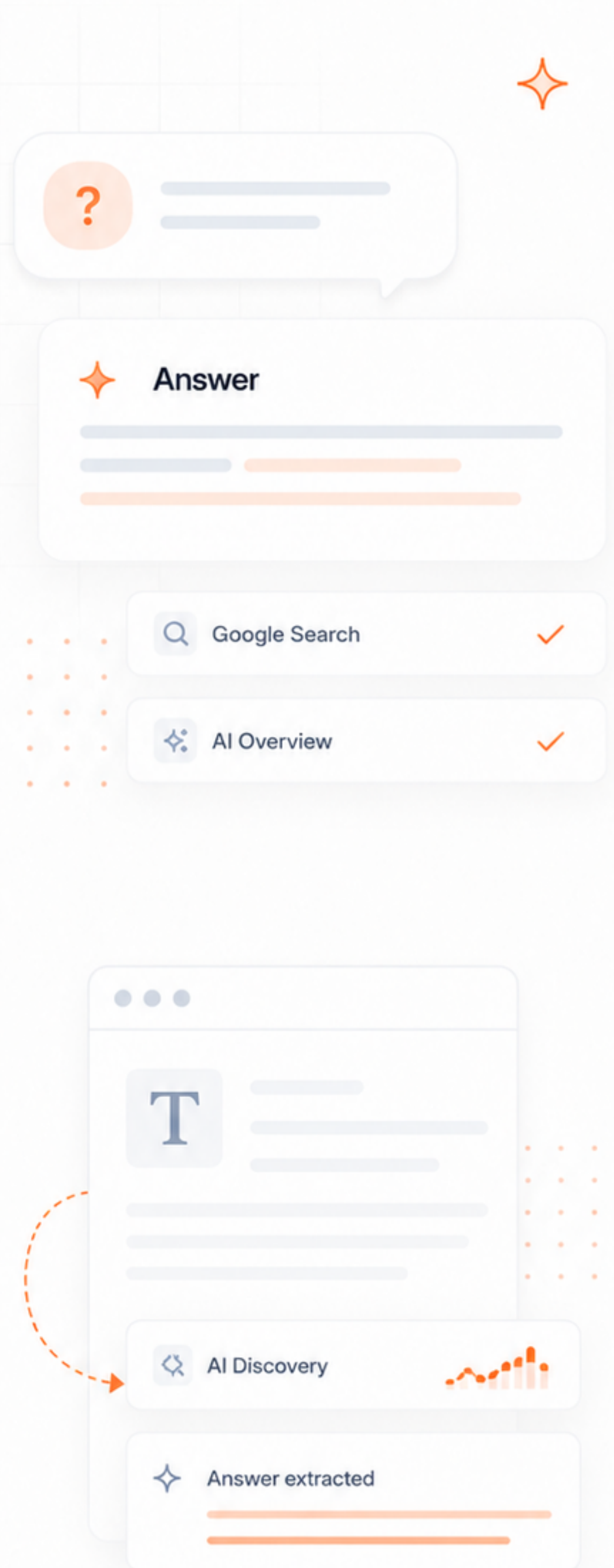
14) FAQ-style sections

Use FAQ blocks where they improve clarity and search usefulness.



15) Easy to summarise

Structure content so the main points can be understood quickly.





Final publishing review

Run through this quick review before you hit publish.



Skimmable layout

Short paragraphs, spacing, bullets and headings improve readability.



Clear CTA

Every article should guide the reader toward a sensible next step.



Working links

Check internal and external links before publishing.



On-brand tone

Make sure the writing sounds like your company.



Proofread

Fix clarity issues, grammar mistakes and awkward repetition.



Wider content fit

Make sure the page supports your broader content strategy.



Reader value

Ask whether the reader leaves with a useful answer or insight.








Before you publish: clarity beats length.








Simple content scoring

Use this quick score to decide if an article is ready.

Criteria	Guiding question	Score /5
 Search intent	Does this match what the searcher wants to know or do?	/5
 Business relevance	Does this support our goals and resonate with our audience?	/5
 SEO structure	Is the structure clear, scannable and keyword-aligned?	/5
 AI visibility	Will AI tools understand, cite and surface this content?	/5
 Conversion path	Does this lead the reader to the next best action?	/5
Total score		/25

Score interpretation

-  20–25: Ready to publish
-  14–19: Needs optimisation
-  0–13: Rework before publishing



TIP

Scoring keeps quality consistent across every article.

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Turn this checklist into a repeatable workflow

Remway helps teams move from guessing what to write to publishing content with more strategy, consistency and confidence.



Find real opportunities

Work from relevant search opportunities instead of random ideas.



Generate content strategically

Turn opportunities into articles that support ranking and growth.



Stay on brand

Keep content aligned with your tone, audience and positioning.



Explore Remway

www.remway.app

