

Google Analytics Audit

Reviving Content To Thrive

by Heather Tullos, Director of Publisher Support at Mediavine

Main goal	
Short term goals	Long term goals

#	POST TITLE	STATS	TO DO
1		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
2		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
3		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
4		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
5		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links

#	POST TITLE	STATS:	TO DO
6		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
7		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
8		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
9		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
10		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
11		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
12		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
13		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
14		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
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Notes

#	POST TITLE	STATS:	TO DO
16		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
17		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
18		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
19		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
20		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
21		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
22		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
23		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
24		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links
25		Word count: _____ Image count: _____ Video: _____ Other: _____	<input type="checkbox"/> Optimize for ads <input type="checkbox"/> Recipe/craft card <input type="checkbox"/> Pinnable image <input type="checkbox"/> Affiliate links

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Resource List

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- [Improve RPM and SEO with Proper Headings »](#)
- [How Many Images for a Blog Post? »](#)
- [Optimizing your Most Valuable Content »](#)

- [Increase Font Size »](#)
- [Increase Your Line Height »](#)
- [Mediavine RPM Challenge Part 2 — Optimizing Posts »](#)
- [The Ultimate Easy SEO Checklist »](#)

- [Internal Links »](#)
- [External Links »](#)

- [Eric's SEO Like A CEO Series »](#)
- [What Is Search Engine Optimization? »](#)
- [What Is Anchor Text? »](#)
- [What Is Pagerank? »](#)
- [What Are Backlinks? »](#)
- [What Is A Keyword? »](#)
- [Long Tail Keywords »](#)
- [Cornerstone Content »](#) (my personal favorite!)