

# Pillar Page Checklist

Everything to launch a pillar that  
ranks and converts

## Basics

- ☐ Clear H1 targeting main topic
- ☐ Short 40-60 word overview answering core question
- ☐ Table of contents with anchored links

## Structure & Content

- ☐ Each sub-section with H2s for major angles
- ☐ Each sub-section links to a cluster post (rel=canonical if needed)
- ☐ At least 2 internal links to product/service pages

## SEO & Schema

- ☐ Target keyword + 3 related keyword variations listed
- ☐ Meta title & description written (meta desc 120–160 chars)
- ☐ Article or WebPage schema + BreadcrumbList added

## UX & Conversion

- ☐ Prominent CTA above the fold and at least one below the fold
- ☐ Downloadable asset or lead magnet ready (PDF/checklist)
- ☐ Mobile & accessibility check (buttons tappable, headings logical)

## Performance & Launch

- ☐ Images optimized (WebP / compressed) and lazy-loaded
- ☐ Page caching & CDN enabled
- ☐ Test on staging — check anchor links, forms, analytics



## Quick QA

- ☐ Publish & submit updated sitemap
- ☐ Add to editorial calendar & schedule social push
- ☐ Monitor first 30 days: pageviews, avg position, conversions