

# BLOG POST CHECKLIST





## INTRODUCTION

When it comes to creating and publishing blog posts, there are a lot of steps to do it the right way that people often never think about and end up missing. Even when knowing the best steps to take, it can be easy to forget doing some of them here and there.

The best way to make sure your blog post is published right is to go through a final checking process when you're about to publish it. I've put together this blueprint to provide you with a simple checklist you can go through each and every time.

*Sharon Hayes*

## CHECKLIST FOR ADDING THE CONTENT:

ACTION	WHO?	COMPLETE?
Is the content coherent and clear?		
Grammar reviewed?		
Spellchecking done?		
Are headings inserted throughout for skimmable content?		
Are relevant images inserted as needed?		
Is the target keyword chosen for SEO and added to WordPress SEO?		
Does at least one heading in the content contain the target keyword?		
Does the target keyword density in WordPress SEO show “green” for the content?		
Is the post properly formatted with appropriate line spacing?		
Is there a clear CTA (call to action) at the bottom of the post?		

## CHECKLIST BEFORE PUBLISHING THE POST:

<b>ACTION</b>	<b>WHO?</b>	<b>COMPLETE?</b>
Is a category selected that fits the topic?		
Is the featured image added?		
Does the post title include the target keyword?		
Is the meta description entered into WordPress SEO and containing the target keyword?		
Is the excerpt entered? (should be the same as the meta description)		
Does the post URL slug contain the target keyword?		
Twitter sharing: Did you add enticing tweet text for the Tweet button?		
Are tags added for major non-category topics covered within post?		
Preview: Is the content formatted properly?		

## CHECKLIST WHEN READY TO PUBLISH:

ACTION	WHO?	COMPLETE?
Is the post published?		
If commenting is allowed, have you tested a comment?		
If related posts are enabled, are they displayed properly and are the posts relevant?		
If ads appear on page, are they showing appropriately?		
In <u>Facebook Debugger</u> : Are the title, description and image showing properly?		
Are all social sharing buttons working and displaying correctly?		