

Blog Post Checklist



- Keywords Checked
 - Mangools (<https://kwfinder.com#a589398b3285f73391858fa1d>)
 - Google- predictive words/alternative searches
 - Pinterest- predictive words
 - Long-tail keyword with lower competition
- Headline
 - Keywords included
 - Reader wants to click through
 - Headline analyzed (<https://coschedule.com/headline-analyzer#>)
- Content: Introduction
 - Keywords included
 - Synonym keywords (don't keyword stuff)
 - Introduction that hooks the reader
- Content: Body
 - Headings included/ no large bodies of text
 - Original- is your personality included?
 - Talking to readers, not at them
 - What emotion is the reader feeling?
 - Are the five senses engaged?
- Scan for Readability
 - Bolds, italics, block quotes to break things up
 - Listed items/steps as bulleted/numbered lists
 - Paragraphs broken up between short and long
 - Passive voice replaced with active
 - Useless words cut
- SEO
 - Yoast- green light?
 - Yoast- meta description
- Picture/graphic
 - Featured image for Wordpress
 - Pin image
 - Make sure you have meta description for all images
- Internal links
 - Link to at least one other post/page
 - Make sure links have good anchor text
- External links
 - Check that external links work
 - Make sure 'no-follow' links are correct
- Reader interaction
 - Add a call to action for your readers in relation to your content
 - Make sure your reader has a concrete action they can take in their lives
- Category/Tags
 - Post categorized and/or tagged
- Affiliate disclosure (if applicable)
- E-mail opt-in form