

BLOG POST CHECKLIST



Post Title

Contains keywords and clearly summarises post content



Post URL

Identical or similar to post title, easy to remember and spell



Keyword Research

Effectively researched, used naturally throughout post



Post Length

Approx. 500 words, covers topic in full without repeating



Heading Structure

Headings utilised in post to guide reader, optimised



Internal Linking

Reference own content to give reader context or further info



Categories & Tags

Post included in relevant areas, selective categories & tags used



Call To Action

Post includes a clear 'action' for your audience to follow



Spelling & Grammar

Run spellcheck over post content, proofread for any mistakes



Links

Check any links, downloads, videos etc. are working



External Content

References are clearly shown and relevant, links are no-follow



Duplicate Content

Content is 100% original where possible, free from plagiarism



Image Sizing

Images are compressed, and uploaded at appropriate size



Images Optimised

Image titles and captions are descriptive, ALT tags added



Meta Descriptions

Updated from default, short but engaging description



Sitemap

Submit updated sitemap to Google Search Console