

Blog Post Checklist

Post Title

use keywords,
creates high interest,
short



Keywords

use throughout post
Headers, Anchor text
Image tags



Categorize

File in Archives
under appropriate
category/categories



Graphic

small file size,
interesting,
tagged with keywords



Call to Action

Ask a question
Request a follow or like
Subscribe



Proof Read

Check for spelling &
grammar errors



Text

Headings & Bold type
Short paragraphs &
Sentences



Links

internal links
outbound links
use anchor text



Preview

Check layout of
graphics, headers
& text



Share

Add link to social media
accounts at peak times,
multiple times (don't over do)

