

Blog Post Checklist

A blog post checklist for finalizing and publishing one post the right way.

Title and metadata

- Write a clear, compelling headline that includes the keyword.
- Set an SEO title under about 60 characters.
- Write a meta description that summarizes the post and invites clicks.
- Create a short, readable, keyword-rich URL slug.
- Choose a category and relevant tags.

Formatting and readability

- Use one H1 and logical H2 and H3 subheadings.
- Keep paragraphs short and break up long blocks of text.
- Use bullet or numbered lists where they aid clarity.
- Bold key points and add white space for easy scanning.
- Add a short intro that states the value up front.

Images and media

- Add a relevant, high-quality featured image.
- Compress images so they load quickly.
- Write descriptive alt text for every image.
- Use clear, keyword-aware image file names.
- Confirm any embedded video or media displays correctly.

Links and calls to action

- Add internal links to 2 to 4 related posts or pages.
- Link to credible external sources where helpful.
- Set external links to open appropriately and check they work.
- Include one clear call to action for the reader's next step.
- Add or check the author bio and any related-post block.

Final review and publish

- Proofread for spelling, grammar and tone.
- Preview the post on mobile and desktop.
- Confirm every link and button works.
- Check the publish date, category and visibility settings.
- Publish, then share the post to your channels.