

FIND YOUR BLOGGING MOJO

BLOG POST CHECKLIST

- After writing, put your post draft aside before editing
- Proof and edit all posts, checking for:
 - Spelling
 - Grammar [you could also use a tool like [Grammarly](#) or [Hemingway](#) to check your grammar]
 - Clarity of message
- Are you writing based on relevant keywords to your niche? If so:
 - Check synonyms and longer phrase equivalents for your keyword
 - Check popularity, trends for chosen keywords/phrases
- Use keywords + synonyms in:
 - Post title
 - Post slug
 - Meta description [easiest to do if using the Yoast plugin]
 - Body text
 - Headers +/- or subheadings
 - The alt tag attributes for your images [*NOTE: DO make alt tags descriptive of the actual image and NOT just keyword stuffed – alt tags are important for accessibility of web pages for those with visual disabilities.*]
- Format your post to make it easy to read and skim
 - Use relevant subheads – H2, H3, H4
 - Consider turning long paragraphs into bullet point lists instead
 - Add “pull quotes” for key points made, and to be easier to share on social media
 - Add or create attractive, high resolution, content relevant images and break up any large blocks of text
- Add links to other relevant posts and pages on your site
- Add links to helpful, relevant resources on other, external sites (make sure these links embedded naturally in relevant text – often called ‘anchor text’)

- On older, related blog posts on your site, add a link back to this new post
- Give each post a relevant, attractive, appropriately sized feature image (make sure your website/brand name or ULR is included on the image as this is the one that will be automatically pulled to most social sites when your post is shared)
- Reduce the size of any images in your post to improve page loading speed and be easier to share
- Choose appropriate category and tags
- Include a call to action or links to your free opt-in offers (content upgrades are great choices if you have them)
- Check the correct author is selected, author bio or box is up to date and correct
- Publish or schedule your post
- If using a tool like [Publicize](#) from Jetpack (a WordPress plugin from the creators of WP), edit the social share snippets of text, add appropriate hashtag
- When your post is live, be sure to share to your email list
- Schedule shares of your post to social media for the days and weeks after it goes live, not just the day of
- If you created a [Pinnable graphic](#), pin to relevant boards on Pinterest
- Share in online communities that encourage curated content or [syndicated content](#), like [BizSugar](#), [Medium](#), [Listly](#), Stumbleupon, (now [Mix](#)) or [Business2Community](#). Or check out (paid) tools like [Curata](#), [Triberr](#), [Quuu Promote](#).
- Reach out to anyone you quoted or mentioned in the post – privately and later via tagging them on social media
- Reach out to influencers in your niche and let them know about the post, how it could help their audience, and ask if they'd share it via their networks