Blog Post CHECKLIST

1. Optimize Your Content

- ☐ Add descriptive alt text to images
- ☐ Include relevant facts, statistics, or research (cite your sources)
- ☐ Add relevant internal and external links
- ☐ Add a featured image and embed a video (if applicable)
- ☐ Make sure your URL slug includes your target keyword
- ☐ Write a compelling meta description using your target keyword

2. Review & Publish

- ☐ Preview your post on desktop and mobile
- ☐ Add a call to action (CTA) or question to encourage discussion
- ☐ Proofread for spelling, grammar, and formatting
- ☐ Publish your post

3. Promote Your Blog Post

- ☐ Send an email to your subscribers (if applicable)
- ☐ Create promotional graphics, Pinterest pins, or short-form videos
- ☐ Share your post on social media (Facebook, Instagram, Pinterest, TikTok, YouTube, Threads, Bluesky, Mastodon, X, LinkedIn, Flipboard, etc.)
- ☐ Schedule additional promotional posts throughout the month
- ☐ Submit your URL through Google Search Console and Bing Webmaster Tools
- ☐ Share your article in relevant blogging communities or groups (where permitted)

4. Update Existing Content

- ☐ Add links to your new article from relevant older posts
- ☐ Check that all internal and external links work correctly