

The Ultimate *Blog Post* Checklist

Text

- Expressive Title
- Does the text have subtitles? (H2/H3)
- Does your text have a CAT (Call to Action)?
- Affiliate Links
- Are the links working?
- "Read more"-Button
- Are there any grammatical errors? Have you checked the text at least twice?

Pictures

- Thumbnail
- Are the pictures showing?
- Do they have the right size?

Social Media

- Shareable Pictures
- Short Links
- Hashtags

SEO

- Titel, Subtitles
- Tags
- Category
- Image Captions, ALT Tags
- Are you linking to your internal pages in an SEO-friendly way?
- Keywords
- Long, High Quality Content
- No Duplicate Content
- SEO Plugin, Details

General

- Is the content interesting, useful?
- Did you stay on your title's topic?
- Is the blog post scheduled?

Are you ready to
publish your new
blog post?