

# BEFORE PUBLISHING CHECKLIST

*blog post title* \_\_\_\_\_ *publishing date* \_\_\_\_\_

ADD SUBHEADINGS

FORMATTING

\_\_\_\_ Lists?

\_\_\_\_ Bold + Italic text as needed

ADD IMAGES

\_\_\_\_ “Pinnable” Image

\_\_\_\_ Other Images

ADD CATEGORIES + TAGS

LINK IT UP

\_\_\_\_ Internal Links

\_\_\_\_ External Links

CHECK SEO

\_\_\_\_ Did you really add subheadings?

\_\_\_\_ Image Alt Tags

\_\_\_\_ Title length (40 - 70 characters)

\_\_\_\_ Long tail keyword at least twice

\_\_\_\_ Secondary keyword at least once

\_\_\_\_ Set meta description

SCHEDULE SOCIAL MEDIA

\_\_\_\_ Twitter

\_\_\_\_ Instagram

\_\_\_\_ Facebook

\_\_\_\_ Google Plus

\_\_\_\_ Pinterest

SPELLCHECK

CHECK PREVIEW

\_\_\_\_ Formatting all ok?

\_\_\_\_ Spellcheck (yes, again)