

Blog Post Checklist

BLOG POST WRITING CHECKLIST

- Brainstorm blog post ideas
- Solve one problem
- Start with a working title
- Write an outline of your post
- Start with a story
- Write your blog post with a template
- Make your content easy to read
- Add images
- Ask a question
- Proofread!
- Finalize your blog post title
- Create a content upgrade
- Add an email opt-in form
- Call to action
- Change your slug
- Schedule your post!



BLOG POST SEO CHECKLIST

- Keyword research
- Identify your keyword(s)
- Add your keywords in your post
- Edit the meta data
- Content structure
- SEO your images
- Add internal links
- Add external links
- Add links pointing to your post
- Get backlinks to your post
- Green lights on Yoast

PROMOTION CHECKLIST

- Design a featured image
- Create an image for Twitter
- Create an image for Facebook
- Create an image for Instagram
- Create 5 Pinterest images
- Schedule your pins
- Share your post on social media
- Write your list
- Repurpose your content
- Respond to comments