



Blog Post CHECKLIST



Have you included: -

- An attention grabbing headline that will draw readers in?
- Well researched keywords and phrases, and optimised for SEO?
- Internal and external links?
- Subheadings as well as the main heading?
- Methods of breaking up the text such as bullets, images, headings etc?
- A relevant featured image that reflects the content?
- A meta title and well worded meta description that summarises the post?
- Relevant categories and tags in order to index posts?
- A strong call to action?

Bonus Tips!
Don't forget to: -

- Proofread for spelling and grammar and to ensure it reads well.
- Format the url to make it shorter but relevant to the post.
- Optimise any images used in the post.
- Set a publish date and time.