



# CHECKLIST FOR PUBLISHING BLOG POSTS ON WORDPRESS

These must-do steps before publishing are broken into four essential categories: Content, SEO, Creative, and Publishing.

Reference this checklist for your blog post every time before you hit the publish button as part of our "3P Process: Produce, Publish, and Promote".

## CONTENT

<b>01</b>	Write a compelling headline.	<input type="checkbox"/>
<b>02</b>	Give your introduction a hook.	<input type="checkbox"/>
<b>03</b>	Write easy-to-skim-paragraphs.	<input type="checkbox"/>
<b>04</b>	Link directory to original source of information.	<input type="checkbox"/>
<b>05</b>	Open external links in new tab.	<input type="checkbox"/>
<b>06</b>	Wrap up with a call to action.	<input type="checkbox"/>

## SEO

<b>07</b>	Target keyword phrase for SEO.	<input type="checkbox"/>
<b>08</b>	Include a meta description.	<input type="checkbox"/>
<b>09</b>	Proper H2 and H3 Header Tags.	<input type="checkbox"/>

## CREATIVE

<b>10</b>	Check featured image size.	<input type="checkbox"/>
<b>11</b>	Support sharing on social	<input type="checkbox"/>
<b>12</b>	Check image file size.	<input type="checkbox"/>
<b>13</b>	Add image alt tags.	<input type="checkbox"/>

## PUBLISHING

<b>14</b>	Use Grammarly Pro for final check.	<input type="checkbox"/>
<b>15</b>	Check readability level	<input type="checkbox"/>
<b>16</b>	Use a short, descriptive slug.	<input type="checkbox"/>
<b>17</b>	Select one category.	<input type="checkbox"/>
<b>18</b>	Schedule the post	<input type="checkbox"/>