



BLOG POST CHECKLIST

BEFORE HITTING PUBLISH -	✓
1. Did I read the post out loud after writing it?	
2. Is the post as complete as it could be? Does it follow the keyword phrase?	
3. Does it offer something for the reader?	
4. Did I use bullets; numbers, subheadings or blockquotes to add eye-flow to the post?	
5. Did I research the keyword phrase on Google trends or Google Keyword search tools to make sure there is an audience for it?	
6. Did I craft the title carefully using the keyword phrase, making sure the keyword phrase is in the first 80 characters?	
7. Did I proofread it for spelling errors? Did I run spellcheck?	
8. Did I link to one or more of my older posts? Did I link to other websites 7 resources?	
9. Did I link anywhere in my post to a site that offers another look at my keyword phrase or explains it in greater detail?	
10. Did I make sure all my links are working?	



BLOG POST CHECKLIST

11. Did I credit any necessary sources I used?	
12. Did I use an enticing image that ties in with my keyword phrase? Is my keyword phrase the name of the image? Is my keyword phrase in the image ALT tag line? Did I use a photograph from my own life? Did I set my borders and margins around the image?	
13. Did I add my tags? Remember tags are not keywords. They create pages.	
14. Do the first 120 characters of my opening paragraph tell someone who is looking on search at my post what it is about and does it include my keyword phrase? If not, did I put it in as an excerpt?	
15. Is there a call to action for the reader in the end?	
16. Did I schedule it to post on the right day?	
17. Did I assign my post to a category?	
18. Did I write a compelling Meta Description that includes my keyword and encourages people using search to click through and read my post? (See http://www.seomoz.org/learn-seo/meta-description)	
19. Did I add meta keywords on the meta keyword line?	



BLOG POST CHECKLIST

AFTER HITTING PUBLISH	
1. Did I check in the morning that my post went live?	
2. Did I tweet about my blog post? (<i>www.twitter.com</i>)	
3. Did I share my blog post on Facebook? Googpe Plus? Pinterest? Reddit? StumbleUpon? Should you share it on Buzzfeed? Jezabel?	
5. Have I responded to comments made on my post?	
6. Have I checked in with other bloggers that I follow and added my comments to their posts so that I become part of a blogging community?	
7. Have I thanked people on Twitter and Facebook for Re-Tweeting and sharing my blog post?	
8. Did I click on any of commenter's name and see if it leads me to their blog and if so, did I leave a comment in return?	
9. Have I re-written / summarized my post for article marketing distribution? (Some of the top article marketing directories include: EzineArticles, GoArticles, Buzzle and ArticleDashboard, just to name a few).	
10. At the end of the month, have I checked the Google Analytics stats on my posts including traffic, click-throughs and sources? Have I looked to see how long people stayed and if it is less than a minute, can I change something in my post to make people stay longer?	