

## Before You Publish Your Blog Post - Checklist

Your blog post need to be online ready before it is published. We keep forgetting things when we publish posts as a blogger. Having a checklist of things to go over before making a blog post live helps a lot.

Here is the checklist that'll help you to ensure that you do not miss anything before you get your blog post live.

- Have you selected the right keyword with the right intent, decent level of search volume and low or moderate competition?
- Is your primary keyword in your post's URL, H1, title tag, meta description, and a few times in your post copy?
- Is your blog post title attention grabbing and appealing to your readers?
- Is your post title tag 50 - 69 characters long?
- Have you written a good meta description (150 characters or less)?
- Do you use appropriate H1 - H6 tags in headings?
- Does your post include a strong hook in the introduction?
- Does your post's body content accurately follow your post subject?
- Does your post include lists of bullet points and short paragraphs to improve readability?
- Do you have a conclusion that sufficiently summarize your post?
- Is your post free of glaring spelling and grammatical errors?
- Have you checked, eliminated or corrected any factual errors from your post copy?
- Are you using appropriate images in your blog post?
- Have you given proper credit to the images?
- Have you added ALT text to the images?
- Did you add descriptive tags for images with the keyword in it?

- Are the images optimized?
- Do you have a featured image for the blog post?
- Is the post shareable? Have you made shareable links present in the post?
- Is your content sufficiently different from other similar posts on the web?
- Does your post provide a solution or learning to your audience's problem?
- Does the post contain links to other relevant posts on your blog?
- Does the post links to relevant posts on other blogs too?
- Have you included a call to action in the end?
- Have you given your best in the blog post?