

Blog post checklist (BEFORE YOU HIT PUBLISH)

- Attention-grabbing title** - Communicate value in the headline.
- Select best category** - Preferably one category that contains relevant keyword
- Select best tags** - 3 - 5 descriptive tags that are currently used in previously published posts.
- URL has focus keyword** - What keywords are you trying to rank for?
- Attention-grabbing featured image** - Images drive clicks from social.
- Featured image contains alt text** - This helps increase search rankings.
- Written like I talk** - Keep it simple, like you're talking to a friend.
- Jargon free** - Your blog is a jargon-free zone. Except for jargon your donors use.
- Short sentences** - Keep it simple, avoid run on sentences.
- Short paragraphs** - 2-3 sentences per paragraph.
- Paragraph breaks** - Make sure there's enough white space between paragraphs.
- Subheadings (h2)** - People scan the internet for value, then read what they want.
- Subheading contains focus keyword** - Again, this helps you get found.
- Links to relevant internal blog posts** - Drive visitors deeper into your website.
- Links from top view posts** - Link from the most popular posts on your blog. Drive evergreen traffic.
- Links from high-ranking external websites** - Guests posts, LinkedIn, etc.
- Relevant call-to-action** - Ask readers to subscribe after they've read your post.
- Proof read your post** - Read it out loud to yourself. Have a coworker eyeball it.
- Schedule sharing** - Schedule 5 tweets and Facebook updates over the next 2 weeks.
- Email subscribers** - Send an email to your contacts with a post excerpt and link.

Notes