

THIS IS HOW TO

Write Amazing Posts

— With This Awesome —

Blog Writing Checklist



21 Step Blog Writing Checklist

These are easy to understand and great to go through every time you get ready to press publish on a new piece of content.

Step 1. Check A Category

- Is the category relevant?
- Are tags present in the post?

Step 2. Check Lifetime

- Does your post lead to your other content?
- Is your post timeless?
- Does it meet your objectives?

Step 3. Check Keywords

- Are your keywords relevant?
- Do you have a high volume of keywords?
- How about long-tail keywords?

Step 4. Check The Headline

- Do your headlines match the style?
- Is it short & meaningful?
- Does it reveal the topic?
- Will it attract and interest readers?
- Does it have keywords?
- Are modifiers present?

Step 5. Check The Intro

- Is APP method present?

The APP method in introductions:

A – Agree: pitch an idea the reader will agree with.

P – Promise: promise you'll show how to solve the problem.

P – Preview: tell what you have for readers.

- Is a hook present?
- Does it have keywords?

Step 6. Check The Text

- Is the length appropriate for this type of content?
- Are keywords in the subheadings and in bullet lists?
- Are there synonyms of your main keyword?
- Is it compelling for both readers and search engines?
- Did you add a call to action in the conclusion?

Step 7. Check The Conclusion

- Does it have a strong CTA?

Types of CTA:

Question – to increase comments.

Invitation to click or check – to increase conversion.

Invitation to read related articles – to increase a crawl rate.

- Will it answer the question "So what?"
- Does it synthesize the points?

Step 8. Check Engagement

- Is it written as if you wrote it for one specific person?
- Does it teach how to solve the problem?
- Will it provide your insight?
- Are comments enabled?

Step 9. Check The Language

- Does the language sound natural?
- Are the paragraphs short?
- Do you have bucket brigades in it?
- Did you check for grammar mistakes, typos, logical contradictions in arguments?
- Have you read the post out loud to catch weird wording?
- Does your voice fit the tone of the blog?

Step 10. Choose A Featured Image

- Are the images high quality?
- Is it eye-catching?
- How about relevant?
- Is it properly credited?

Step 11. Increase The Text's Value With Visuals

Types of visual media: Images, graphs, videos, photos, quotes, tables, and diagrams—they all can help you increase the text's value.

- Does it have visual media where appropriate?
- How about quotes and tweetable content?

Step 12. Check Visual Media

- Is the visual media high quality?
- Are they relevant to the content?
- Do they violate copyright? (If so, change it.)
- Do they fit the design of your blog?
- Are they optimized?

Step 13. Add Links

- Are there internal links?
- How about external links? (Are they relevant and reputable?)
- Do they all work?
- Does it contain TOO many? (If so take out.)
- Do the links open in a new tab? (If so, good.)
- Are all required attributes added? (Do follow, no follow, etc.)

Step 14: Add Content Upgrades

To Create A Content Upgrade:

- Summarize key points from your post into a worksheet, template, infographic, or a poster.
- Is the upgrade actionable?

Step 15. Check SEO

Content marketing + SEO = love forever.

- Are the URLs short?
- Are meta tags present? (title, description, alt-tag for images, keywords)

Step 16. Set Authorship

- Is the author named?
- Is the content free of plagiarism?

Step 17. Check Technical Aspects

- Does the content look good in all browsers and mobile devices?
- Does it have oversized files? (If so, fix.)
- Are metrics for further analysis set?
- Are the semantic core and key phrases present?

Step 18. Synchronize It

- Don't publish and promote during holidays.
- Are you publishing posts during users' highest activity?
- Are you setting a schedule of publishing to maximize the reach?

Step 19. Test it

- Compare your content with competitors' to make sure it's more interesting and informative.
- Show it to several colleagues who didn't work on it.
- Share it with users inside your target audience to get feedback.

Step 20. Promote it

- Share, teasers and previews to resources, on platforms where your target audience meets.
- Organize a “premiere” for bloggers and thought leaders to get reviews.
- Make a promotion plan after publishing.

Step 21. Publish it

- Press the publish or schedule button.

Let's try to repeat it in short:

Specify its place:

- What is the topic?
- Does it have categories, keywords, and tags?

Write it right:

- Does it have a headline?
- An interesting hook?
- Using a variety of headers like H2 and H3?
- Are you using numbered and bulleted lists?
- A variety of different sized paragraphs?
- Do you have a conclusion with a call to action?

Make it beautiful:

- Are you using natural language?
- Using featured images and visual elements?
- Did you mention the author?
- Is the post free of plagiarism?
- Did you make it engaging and compelling?
- Did you make an upgrade for it?

Help them find it:

- Are you using links?
- Meta tags, key phrases, and synonyms?

Let them share it:

- Is it browser and mobile friendly?
- Promote it.
- A/B test it.
- Share it.

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