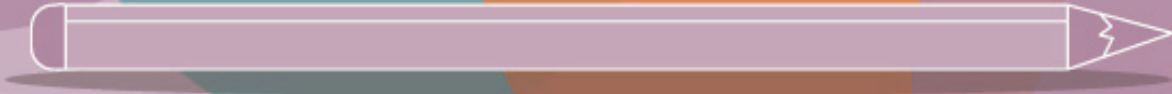


THE ULTIMATE BLOG WRITING PROCESS

To Create Killer Posts



Editing your own work can be difficult if you don't have an editor. Sometimes, having another set of eyes look over your work can help identify problems you missed. This is especially true after long writing sessions when your eyes are glazed over and you just want to hit "publish."

However, there are ways to make self-editing your own blog posts easier and more effective. Follow this simple checklist to make sure your work is the best that it can be.

- ☐ Have I selected a keyword with a high level of search volume?
- ☐ Do my headings use appropriate H1 - H6 tags?
- ☐ Are there links to other relevant posts on my blog?
- ☐ Are there links to relevant posts on other blogs too?
- ☐ Is my post title tag 50 - 55 characters long?
- ☐ Have I written a good meta description (150 characters or less)?
- ☐ Have I completed thorough research?
- ☐ Are images present in my blog post?
- ☐ Have I included a video (if, and where, appropriate)?
- ☐ Is my post free of glaring spelling and grammatical errors?
- ☐ Can I verify my audience is interested in this topic?
- ☐ Is my content sufficiently different from other similar posts on the web?
- ☐ Is my primary keyword in my post's URL, H1, title tag, meta description, and a few times in my post copy?
- ☐ If this is a how-to post, have I made it clear how to complete each step?
- ☐ Have I eliminated any factual errors from my copy?
- ☐ Does my intro include a strong hook?
- ☐ Does my conclusion sufficiently summarize my post?
- ☐ Does my post's body content accurately follow my outline?
- ☐ If necessary, does this post include a call-to-action to help build my email list?
- ☐ Am I confident this is the best-researched and most well-written post I can muster?

Ready to plan, schedule, and execute your content marketing strategy easily, efficiently, and effectively? Start a free 14-day trial with CoSchedule now.



CoSchedule

The marketing calendar for everything.

“

“CoSchedule has allowed us to grow bigger and faster than we could have using more traditional team management tools and techniques.”

—Nathan Adler, Co-Founder of RiverScene Magazine



Michael Hyatt
Author



Nathan Adler
RiverScene



Jay Bear
Convince & Convert

Latest Features



Introducing the New Headline Analyzer!

NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

CoSchedule loves integrations...



Learn more at coschedule.com