

THE *ultimate* BLOG POST CHECKLIST

Date: _____ Post Title: _____

Categories: _____ Tags: _____

Checklist

- Add a vertical, easy-to-read **Pinterest photo**
- Add **headings (H1, H2, H3, etc.)** to your article
- Research and define your **keywords** with Google Keyword Planner
- Write the **SEO meta description** to optimize your post in search results
- Add **relevant links** to previous posts to keep your audience engaged with your content
- Choose **categories and tags** for your post
- Add a **"Read More"** link after a key photo or paragraph
- Add a **Click to Tweet Box** or **share icons** to increase reader engagement
- Edit the **post URL** to make shorter or remove numbers
- End with a **question** to start a conversation with your readers

Notes

Social Shares

- Instagram
- Facebook
- Pinterest
- Snapchat
- Twitter
- Google +