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.