

Your Essential Blog Checklist



Courtesy of

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Marketing Done *Write*

Your Essential Blog Checklist!

Hello Blogger,

You will be able to use this checklist for every blog post you write and publish so you can optimize your valuable content. Optimize it so that these tips help you showcase your content so it's easier to read and digest by your readers, and easier to be found. The easier it is to consume your content, the longer people will stay on your website to read other posts and to see what you offer.

As part of my own process, over the years I have been compiling this checklist to use for every blog post I write and distribute. I started sharing a form of it with my clients, and then decided to expand on the descriptions to now share it with you. You're welcome. 😊

You'll find tips to use while you write and format your blog post, but also what to do with it after you hit the Publish button. The checklist will give suggestions of where to share your post, so that people will know that your fabulous content is available to read.

Although I use the WordPress.org platform for the [Marketing Done Write](#) website, this whole checklist is not just about WordPress. Any reference to its features can likely be used on other platforms as well.

This document is a detailed description of each item to check off on your list. To make it simpler, download this [Checklist Spreadsheet](#). It's what I actually use for each post. I input the title of the post at the top and check off each box as I go down the list. Then you just clear the fields for your next post. Easy Peasy.

I'd love to hear what you think of Your Essential Blog Checklist and if there is anything else you would add. Please email me at info@MarketingDoneWrite.ca to share your insights.

Good luck with your blogging!

Cheers,

Bonnie

Bonnie Chomica
Your Marketing BFF
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PS – come over to the [Content Marketing Garden](#) Facebook Group to learn and share about blogs and newsletters and all things content marketing.

PSS – here is the [checklist spreadsheet](#) again.

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BEFORE PUBLISHING

Keyword Research

What words and phrases do you think people would use to search for your content, your blog post? You can go deep by using a tool like Google Keyword Planner (or several others), or just do what you think is logical for your post.

i.e. facing fear, how do I face fear, ways to conquer fear, how can I overcome fear.

NOTE: Keyword research is science and magic combined. Don't sweat it. Do what you can.

Insert Keywords

Now that you've done your keyword research, what do you do with them? Insert into your title, use in different ways throughout your text (i.e. use different keyword phrases from your research); use it in your Heading 1 text (WordPress); on your main image use it in the 'alt text'; in meta descriptions (see SEO Plugin below number)

Write a Compelling Title

Titles grab people's attention and entice them to read further. Try to create curiosity and intrigue, or perhaps the promise of a solution to someone's problem. Some of the most effective title ideas are to use lists, How-to's, and ask a question. Use keywords in your title when possible. To measure the effectiveness of your title, check out this tool, and try to get a score of 70 or higher.

<https://coschedule.com/headline-analyzer>

Write 300 - 1000 words

Although longer is usually better these days for Google results, you can mix up your lengths as you topics warrant. Even if you had a 2000 word piece, you could break it down into three smaller ones and turn them into a series. If you have something short and sweet to say, do a minimum of 300 words. Don't forget that images are important to complement your post. I also suggest writing the post in a word processor like MS Word so you have the content saved in case something ever happens to your site.

Format Text

People won't read a big blob of text. They are too busy and distracted. We are society of scanners, make it easy for people to scan your piece by breaking it up with bullets, numbered lists, subheadings, and callouts or quotations.

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Insert By-Line at Top

So that Google knows it's your content, put this phrase at the very top of your blog post. "Written by Your Name". Obviously, you will insert your first and last name. :)

Link to Past Posts

As you create more content there will be opportunities to link to past posts on your website. This is great for Google as well.

Links from Past Posts

For more Google love, look at previous posts and see where you can link to your newest content creation. This won't always be available, but have a look.

Call to Action

Whenever possible on any content, you should have a call to action (CTA). People want to be lead to the next step. It could be an invitation to get more info on an offer, to check out your workshop, or merely just to contact you for more information or help.

Include Image(s)

As important as a compelling title is, an attention-grabbing image is also important. You need one image as your Main focus, but if your content could be supported by other images, go for it! Be sure you are using images that are not copyright restricted. There are lots of free sites to get great stock images, like [Pixabay](#) and [Pexels](#) for example. If you use someone else's photo, be sure to cite them so they get the credit. i.e. "The ocean image used is from Mary's Photo Studio."

Set Feature Image

In your WordPress blog post, make the main photo your Featured Image. That will ensure the image can be presented in other media like Facebook or other social platforms. Be sure to include keywords in the alt text.

Image Caption

To help promote your topic, include a caption with your photo. People will look at the image first, before the text of the post, so be sure your caption is helping to sell your idea.

Categories and Tags

In a WordPress blog you should have identified up to 6 'Categories' that any of your blog posts could fall into. Sometimes your content could fall under multiple Categories. Be sure to select all that are appropriate. Likewise include keywords and other relevant Tags so that search engines can look for your specific content.

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Complete SEO Plugin

Again, this is in WordPress, and the best plugin is called YOAST. It measures how keyword dense your post is and provides form fields to create 'snippet' text. This is the text that appears when your post appears in Google search results. Make sure it is clear, compelling, and has keywords to people will want to click to open.

Proofread

Save and Preview your post. Proofread everything including titles. Check that any links you included are working. Fix any errors or adjust word choices, then Proofread again!

Publish

Hit the Publish button, and Celebrate! Yeah, another post completed!

AFTER PUBLISHING

Update Tracking Document

Keep a spreadsheet or other document to log all your blog posts. Include date published, title, keyword(s) targeted, link to post, short-link (i.e. bit.ly, owly, etc.). By having your topics and titles listed, you can always refer back to them and choose links that you want to promote again, or quickly see what posts you can link to or from.

Ping Your Post

Pinging sites take your submitted blog post link and forward it to search engines, directories, communities, and content aggregators. There is a chance that another site might pick up your content and reward you with a backlink to your site. Just enter your link on the ping site, check boxes as required (i.e. Check All), and sometimes you have to enter categories. Try [Pinger](#), [Pingomatic](#), [Twingly](#), and [MyPageRank](#).

Note: don't ping more than once in a day on any particular site. Search engines will see it as spam.

Email Your List

Whether you have an official newsletter, or just regularly email your list, send them a snippet of what your blog posts is about and then share the link so they can go to your site to read it.

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Facebook Page

You can post a link to your blog post on your Facebook Page, or you could even do a Facebook Live video. Go live and briefly describe what you've written in the post and why people should read it. You could put a link to your post in the description or as a comment.

Facebook Personal Profile

Create a Facebook List of friends/colleagues who would appreciate your business info, leaving off your Aunt Hazel and kayaking buddies. Post your link and share with that List.

Pinterest

Pin your blog post to Pinterest and include a description and link to your post.

Google Plus

Post your blog link on Google+

Twitter

Post several times over a week using a short link (i.e. bit.ly), at different times of day, using different titles. Use Hashtags #BlogBoost and or #BlogPost. Search for these hashtags and give those bloggers some love by liking or sharing their posts, too.

Linkedin Status

If your post is appropriate for your LinkedIn audience, share your blog link there.

Facebook Groups

If your post is appropriate for Facebook Groups you belong to, share your blog link there.

Linkedin Groups

If your post is appropriate for LinkedIn Groups, share your blog link there.

Social Share Buttons

If you have a 'Share This' type plugin on your site that shows buttons beside or below your blog post, this is a good way to share to your own social sites. After your post has been up for a day or so, feel free to share it again to your social sites. It looks like people have been active if a number shows up on each instead of just showing a zero. Note, that some plugins will show numbers of shares, some do not.

FINAL WORDS

There may be other places to share your blog post. Grow this checklist based on your business, industry, and experiences. HAVE FUN BLOGGING!