



Blog Post Checklist

Before Blog Post

- Keyword in Title
- Select & Edit Images
- Image Sizes: Facebook, Pinterest, Instagram, Twitter etc.
- Featured Image: Blog Link, Title, Branding

Before Publication

- Analyze Headline (everything under 60 points isn't enough)
- Title Reappears in Text
- Short sentences
- Headings
- At least 300 words
- Spelling and Grammar Check
- Proofread
- Read Out Loud
- Links Outbound
- Links Inbound
- SEO & Meta Description (Plugin: Yoast)
- Images: Title, Alt-Text. Keyword, Description
- Affiliate Links if possible
- Affiliate Disclosure
- Categories & Tags
- Sources
- Links Working?
- Links Open in New Window?
- Create permalink if necessary
- Call to Action? (comment and share)
- Hint at Newsletter? (opt-in element)
- Blog signature?

Scheduling and More (Social Media & WordPress)

- Schedule Post on WordPress
- Schedule on Pinterest
- Schedule on Facebook
- Schedule on Instagram
- Old Post link to new post?

For any further questions please contact: info@lifeofjoy.blog