

SEO BLOG POST CHECKLIST

Step-by-Step Guide for Beginners

PRE-WRITING

- ☐ Define Target Audience
- ☐ Set Goal of Post
- ☐ Perform Keyword Research

WRITING

- ☐ Use H1 for Title, H2s, H3s
- ☐ Include Focus Keyword Appropriately
- ☐ Use Transition Words
- ☐ Add Internal Links
- ☐ Add External Links

POST-WRITING

- ☐ Write Meta Description (140-160 ch)
- ☐ Add Alt-Text to All Images
- ☐ Preview Post on Desktop and Mobile

PUBLISHING

- ☐ Assign Categories and Tags
- ☐ Check All Links
- ☐ Share on Social Media